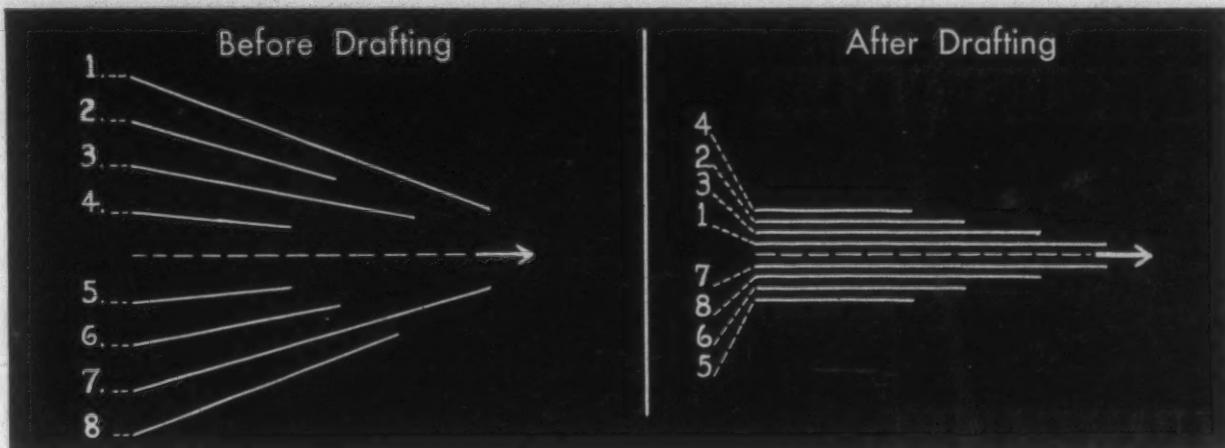


TEXTILE BULLETIN

Vol. 50

MAY 7, 1936

No. 10



WHY H & B LONG DRAFT SPINNING MAKES A BETTER YARN

THE schematic diagram illustrates the drafting principle that the longer fibres, if allowed to assume their natural positions, will be pulled toward the center line of draft, while the shorter fibres will tend to move outward. This is essential for the making of good yarn.

A stronger and more uniform yarn results, because the longer fibres (forming the core) are not subjected to so much angular stress as if twisted around the shorter fibres. Being relieved of this excessive angular stress, they have less tendency to break up into shorter fibres.

H & B Long Draft Spinning gives the fibres more opportunity to assume their natural positions during the drafting operation than do other long draft systems, because it does not hamper the natural movement of the fibres with belts or other devices.

Roller No. 2 in the H & B system performs the same function as do the belts in other systems. That is, it prevents sagging and controls the shorter fibres. However, it

does not interfere with the natural movement of the fibres, because it makes a single point contact rather than a continuous contact. Furthermore the bite of this roll is not carried so near to the front roll as in belt systems, so that a natural arrangement of the fibres occurs and "plucking" is prevented.

Note that in this four-roller system, fly (and other waste) has opportunity to fall clear. It does not bunch up and is not carried into the yarn.

The H & B Four-Roller system, being simpler, is of course cheaper to install and to maintain than more complicated systems, also cleaner. Specify H & B and get better quality as well as lower operating costs.

H & B AMERICAN MACHINE COMPANY

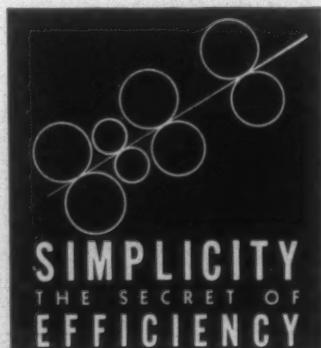
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815 Citizens and Southern National Bank Building

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for bobbin and skein conditioning

sets twist

reduces loom stops

cleans yarn

LUBRIKNIT

for cone and tube conditioning

lubricates fibre

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**to Perfect Preparation for winding,
twisting, weaving, knitting**

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KEARNY, N. J.

Pioneer of Chemical Conditioning

Millions of Pounds of Yarn Hygrolitted Monthly

December, 1935

COTTON

5

GRAPH SHOWING
MOUNTING SALES —

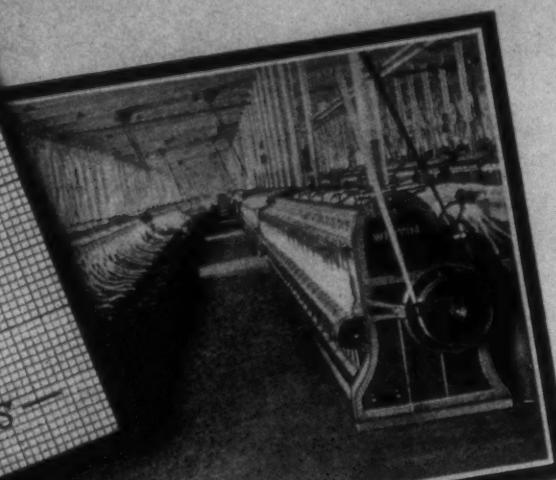
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WHITIN MACHINERY
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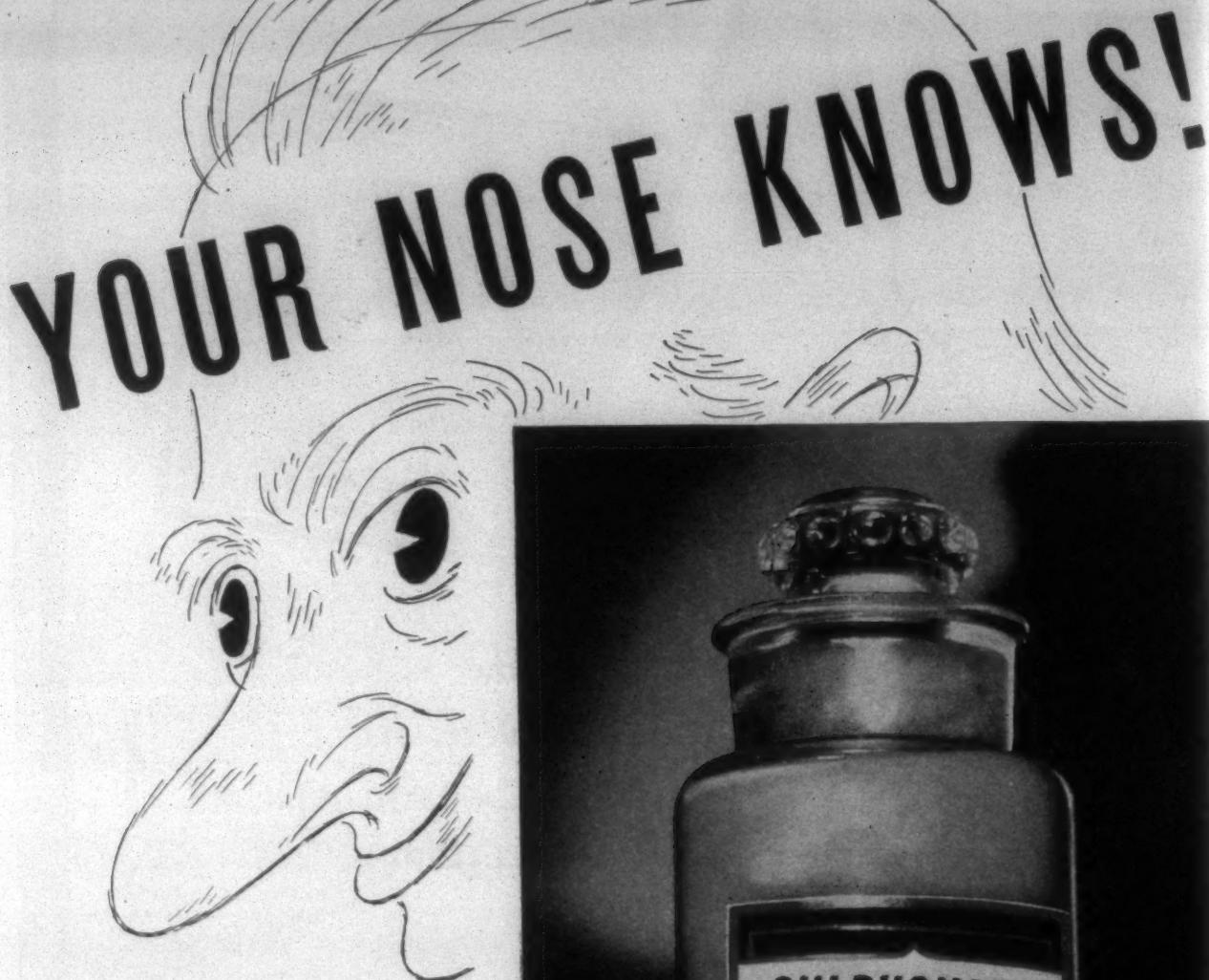


The
WHITIN-
CASABLANCAS
SLURBER

THIS MONTH							NEXT MONTH						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
1	2	3	4	5	6	7	8	9	10	11	12	13	14
15	16	17	18	19	20	21	22	23	24	25	26	27	28
29	30	31											

MONDAY
16
MARCH
1936

Bill —
Better look this up
Whitin claims it is
selling itself — so it
must be good! —
If it will cut our
mfg. costs we need it
S.R.B.Agt
Monday, March 16



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General Dyestuff Corporation

A NEW MANUFACTURING PROCESS WAS DEVELOPED TO BRING YOU THESE NEW EXTRA CUSHION COTS

Armstrong's special TUBULAR process is exclusive and is covered by patent. It produces a cork cot that is stronger . . . more resilient . . . and uniform in density from end to end.

DURING the past twenty years, an ever-increasing number of mills have found that cork cots offered several important, much-desired advantages. And during these years, Armstrong has worked to produce a cork cot that would give even greater benefits. Engineering advances and production refinements based on laboratory research and field experience have resulted in constant improvements.

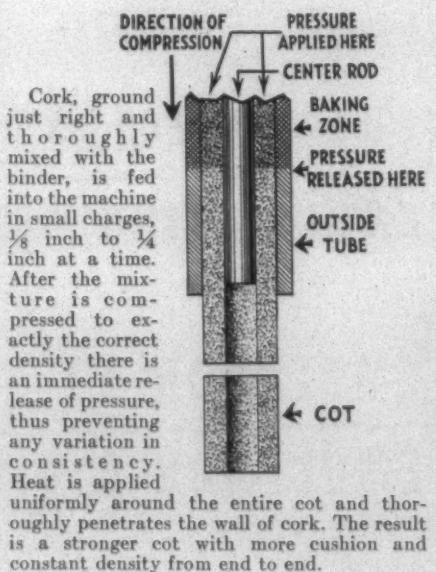
By far the greatest improvement in recent years has been the development of Armstrong's exclusive *tubular* process of seamless cot manufacture. By this method, an absolute control of cot density from end to end is assured, and a more uniform baking is provided. The result is a stronger cot, of greater resilience and of constant density throughout.

This new Armstrong's Extra Cushion Cot is important to you in six ways. It spins stronger, more uniform yarn . . . reduces end breakage . . . improves Monday morning start-up . . . works satisfactorily on old frames . . . handles more easily in changing numbers . . . and stands up better under abuse.

Remember, too, this Armstrong's Extra Cushion Cork Cot can save money for your mill! Mills operating on cork cut roll covering costs from 50% to 75%. And these cots have glue already in them, saving time. We'd like to send complete facts and samples of the new extra cushion cots. Also field test data. Just write Armstrong Cork Products Company, Textile Division, 921 Arch Street, Lancaster, Penna.



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SEAMLESS CORK COTS
for Spinning and Card Room Rolls

ARMSTRONG HAS MADE CORK PRODUCTS SINCE 1860

TEXTILE BULLETIN

VOL. 50—No. 10

MAY 7, 1936

Value of Textile Industry to the South

Address of President Thos. H. Webb before the American Cotton Manufacturers Association Convention

HERE is an old and familiar fable of killing the goose that laid the golden egg that comes to my mind this morning; there is also that biblical statement of rejecting the corner stone at a serious period in the spiritual awakening of the world.

These statements indicate either ignorance or in difference on the part of the people who committed those acts, because the final outcome proved to them to be acts of folly committed without wisdom and without any serious attention being given to the final results of the deeds.

Ignorance and indifference are hard words and they are ruthless in their application regardless of the field in which they operate. The opposite characteristics of these two are wisdom and active attention.

The Southern cotton textile industry seems at times to be viewed by an uninformed public and handled with indifference as to final results and at other times almost treated with persecution in many of its social and economic efforts.

Because ignorance and indifference are destructive to their possessors, we have thought perhaps it would be of advantage to the industry and conductive of public goodwill to devote the tenor of this convention to the subject: "The Social and Economic Value of the Cotton Textile Industry to the South," thinking that wisdom and attention to facts and conditions obtaining in this industry and their influence on the social and economic welfare of the South would create in the public mind an attention and concern helpful to the welfare of the industry. This would give hope and enthusiasm to the managers and stockholders who own the industry and confidence and security to the thousands of loyal workers, who, by their industry and devotion, have not only made a name for the

South but have notably assisted in its social and economic progress, and last but not least impress upon the South a realization of this industry's value to it.

We are celebrating today the fortieth anniversary of our Association. As I am a charter member and have traveled with it continuously through its trials and tribulations, it seems particularly fitting for me to make this attempt.

In thinking of this subject, there naturally enter two factors, things or materials, and people—the economic and social—each a vital part and each reacting on the other.

ECONOMIC AND SOCIAL ASPECTS

I shall divide this discussion into two parts, the economic and the social. Mr. Alexis Carrel, that eminent scientist of the Rockefeller Foundation, author of "Man" the Unknown," states, "because of the scientific influence," we have given more study to the influence of men on things, than we have to the influence of things on men, that the new philosophy of social progress must be dominated by this reversed attitude, if a lasting contribution is to be made and if what now seems to be a creeping decadence of ideals is thwarted.

In the discussion, so interwoven, are materials and men, it is impossible to keep them absolutely separated, but emphasis in this part of my address will be given to materials, i.e., statistics and the material growth and influence of the industry.

In looking over the census figures we find in 1900 the following statistics:

Active cotton mill spindles in U. S.	19,472,232
Active cotton mill spindles in South	4,368,688
Active cotton mill spindles in N. E.	13,171,377
Active cotton mill spindles in O. S.	1,933,167
In 1921, which was peak of spindles in place:	
Active cotton mill spindles in U. S.	36,047,367
Active cotton mill spindles in South	15,708,988
Active cotton mill spindles in N. E.	18,387,689



Thos. H. Webb

Active cotton mill spindles in O. S.	1,950,590
In 1935, December:	
Spdls. in Place	Spdls. Active
U. S. 29,582,594	U. S. 23,193,734
S. S. 19,271,088	S. S. 17,016,232
N. E. 9,299,126	N. E. 5,526,938
O. S. 1,012,380	O. S. 650,564

These figures show a growth, during this period in the South, of approximately 15 million spindles in place—a growth of 340%. A growth in New England from 13 million spindles to 18½ million in 1921, and then a loss to 9 million in place, and only 5½ million active today.

It may be significant to observe that of the 19½ million spindles in place in the South, as 1935 opened, 2¼ million spindles were at rest and perhaps will never operate again.

Roughly calculating on an unweighted average one worker for each 60 spindles, these 19½ million spindles operating normally employ 325 thousand workers. On this same basis, the inactivity of 2¼ million spindles means the unemployment of practically 37 thousand persons.

Figuring mills on an understandable basis of some value, we have arbitrarily used \$40.00 per spindle for average computation, thus the cotton spinning and weaving industry of the South has a possible wealth producing value of 800 million dollars. This is not true, however, because wealth is property that produces value and the 2¼ million spindles mean idle capital and possibly a total capital loss of 90 million dollars.

MILL TAXES

The taxes on mills in the South in 1930, according to a survey made, ranged from 78c per spindle in South Carolina to 37.7c in Alabama. The weighted average is a fraction less than 70c per spindle for taxable purposes in state and county.

Thus 19½ million spindles at an average tax of 70c per spindle will furnish to the taxing agencies approximately \$13,650,000 per year. This is a good asset for the South to have when this is only considered as property tax and the industry has from two to ten more taxes assessed against it in other ways, the sum total of which will run into other millions of dollars.

Now, let us go back and pick up another angle of much significance. If we could assume the cotton textile mills to be valued at 800 million dollars, and they could declare a dividend of 5% on its capital value, this would mean the distribution of 40 million dollars to the thousands of stockholders throughout the South.

Again, if we will take \$15.00, the average weekly wage of textile workers, according to a recent government report, and multiply it by the number of potential workers needed, we will have \$15.00 multiplied by 325 thousand, which equals \$4,875,000 per week and this multiplied by 50, the average number of weeks worked per year, will show \$243,750,000.00 distributed in textile wages throughout the South each year.

But 2¼ million spindles are idle and that means 37,000 workers idle, and that means that this amount must be reduced by \$27,650,000. These spindles are idle for various reasons and their being idle is expensive to the

industry and to the public, as these figures show; also, the 90 million dollars of potential wealth is gradually deteriorating along with the loss of wage earnings.

Perhaps we should recapitulate roughly here and put down the following for a theoretically healthy Southern industry so far, as economic contributions:

Taxes state, county and otherwise	\$ 20,000,000
Dividend for stockholders	40,000,000
Wages for Employees	243,750,000
<hr/>	
	\$303,750,000

This does not take into account salaries for executives and office staff, nor the many hundred other outside and related workers. Does this figure mean anything to the vast array of citizens who sell commodities and services? Does it mean anything to the taxpayers who need help in carrying on the tax burdens of the state? Don't take these figures as absolutely correct. They are approximate but they tell the story of a healthy industry if the political and social minds of the state and nation would help to get it well and let it alone. This distribution of money touches the farmer, the merchant, the doctor, the preacher, in fact every vital and responsible economic unit of the South.

If we could figure the millions of dollars paid in transportation, both freight and passenger; if we could figure the amount paid for power and lights, regardless of whether it is bought or produced locally there would be other millions to be added. Supplies and repairs would add other millions. So when the dollar distribution of all of these items is finally summarized I think, conservatively, we could estimate it between 400 and 500 million dollars.

OTHER CONTRIBUTIONS OF TEXTILE INDUSTRY

Now let us take another tack and see if the textile industry of the South makes any other contributions.

In 1928-29 the United States used 6,778,000 bales of cotton and the world consumption was 25,778,000 bales. The American crop that year was 15,226,000 bales.

In 1934-35, the United States used 5,361,000 bales and the world consumption was 25,428,000 bales. The American crop last year was 11,206,000 bales. Consumption of American cotton in the United States from 1928-29 to 1934-35 dropped 1,417,000 bales. World consumption dropped only 350,000 bales. Production of American cotton dropped 4,020,000 bales.

It may be a disputed question as to whether it would have been better for the farmers to have produced 11 million bales at \$60.00 per bale, or 15 million bales at \$45.00 per bale.

This startling statement, however, can not be challenged. In 1931-32, exports of American cotton from the United States totaled 8,754,000 bales. In 1934-35, the exports of American cotton were 4,816,000 bales, a decrease of 3,938,000 bales, according to the Year Book of the New York Cotton Exchange.

It may be well to stop here for a little summary.

Spindles in the United States have been reduced from 36,047,367 to 29,582,594 with only 23,193,734 operating in December 1935.

Of the 19½ million spindles in the South, in December 1935, there were 2¼ million idle.

Consumption of American cotton in U. S., from 1928-29 to 1934-35 dropped 1,417,000 bales.

Production of American cotton during the same period dropped 4,020,000 bales. Exports last year dropped approximately 4,000,000 bales.

And yet world consumption dropped only 350,000 bales.

The story needs no comment. The farm program as it affects cotton is eventually harming the farmer and his best friend, the cotton textile manufacturer. Not only this, the imports and synthetic fibres and other fibres and substitutes come merrily along usurping the field once served by cotton manufactured domestically because of the artificially raised prices in a dislocated industry which is tied and cannot adjust itself.

An industry with an investment in the South of nearly 1 billion dollars that disburses a half billion dollars in wages and taxes and supplies, etc., and has consumed approximately 5 million bales or 300 million dollars worth of the South's greatest agricultural crop can not be treated with haste, or indifference. It needs to be nurtured and nursed and protected and expanded.

Cotton manufacturing is not destined to remain in any area or to be dominated in any country. England once thought no one could spin and weave except herself. New England thought the South had no manufacturing genius or capital and now that the bulk of cotton manufacturing in the United States is in the South, many think it has come to stay and they treat it in any way. If not treated sanely and sensibly it will move on to some other country or countries.

The 2¼ million idle spindles in the South is an ominous indication. The decrease of the use of American cotton in Great Britain and on the continent and even in America is an ominous indication. The expansion of the textile industry in other countries, particularly in South America and the Orient is an ominous indication. The rapid extension of cotton growing in foreign countries is a powerful threat. The rapid increase in the use of foreign growths is a powerful threat to the cotton growing South. Importations of cotton goods particularly from Japan threaten the market situation. The figures for January carrying imports of cotton piece goods from Japan were 6,812,986 sq. yds., or double January 1935, indicating an annual importation of 80,000,000 sq. yds. as compared with 36,474,000 sq. yds. in 1935—and this is not a complete story. Science and invention are rapidly overcoming what were once considered insurmountable handicaps in growing and manufacturing cotton.

Agriculture and industry are not in separate compartments operating independently and without influence on each other. They are as inseparable as the Siamese twins and must live or die together.

Economically, in the South, the cotton growers and the cotton textile manufacturers are most valuable and nothing must be done to either that will harm the other.

These two economic factors are the backbone of economic progress in the South and they must be protected and preserved and promoted.

The loss of cotton once grown means the loss of agricultural employment; the loss of cotton once spun in the South means the loss of industrial employment and these two losses added together mean much directly in the economic welfare of thousands of the South's citizens and indirectly it means a decrease of economic support to thousands of others.

Cotton has a tradition of low values in its history. It serves a universal need and must reach all classes and conditions of people, hence its production and distribution must be based on such principles that its final price will permit it to be accessible and purchasable in wide areas of low economic ability.

Economics must be effected in technology and management. Many mills have already effected great saving in technology and management but these have been annulled in too many cases by some form of legislation affecting the industry either directly or indirectly. There are some costs that can not be reduced and many of these are legal mandates.

Raw cotton and manufactured cottons must move in their natural economic sphere. No man is wise enough to attempt to place them otherwise. Maximum operation of equipment means a lowering of production cost, hence lower prices to consumers. There must be a demand for production.

So far this discussion has dealt largely with economics—money—material—property—income—wages—taxes and those measurable and tangible results that always attract attention first and, for some, they are the only factors that are ever considered.

To me, there is another side to this discussion more romantic, more important and more significant in its value to the South. It is the social value of the textile industry to the millions of people that it has touched. The making of money or the money value of an industry is very valuable and a necessary factor in any successful industrial undertaking but over beyond this lies the ever present and ever demanding obligation of social responsibility.

In this phase of my discussion I now want to show you, in some small way, how the textile industry has made a real social contribution to the South and has helped large groups of its citizens to enjoy a larger and fuller life who might otherwise have been denied this privilege.

Now I am going back to the close of the Civil War for just a minute—but don't get uneasy as I shall step away fast. Several years ago we had a distinguished gentleman to address this convention and after two hours he had arrived at the period of Alexander the Great so the presiding officer had to give him the gong before he got to his subject.

A rather peculiar social condition obtained at the close of the war. There were three rather distinct social classes. The plantation owners, the former slaves and an outer fringe of poor and distressed white people which the social and economic stress of the preceding period had, in a way, pushed back into the mountains and out onto the submarginal lands of no value to the better and more economically secure land owners.

(Continued on Page 47)

Some Common Problems of Agriculture and Industry

By J. W. Harrellson, Dean of Administration N. C. State College

IT would be difficult to select a more appropriate subject at this time for your deliberation than the relation of agriculture and industry. In my opinion, there is no group relation that will be more far reaching in beneficial effect upon the social and economic orders of this country than an amicable relation between industry and agriculture.

I consider it an honor and a pleasure to take a small part in your program.

Education of the right kind will be the medium of better relation in agriculture and industry. Whether the thing which we now call education is the right and proper kind is also a debatable question.

The economic and social pains experienced during the period 1929-34 brought many brilliant minds of the country to thinking on the problem of agriculture and industrial relations. Spasmodic efforts have been made from time to time in regional conferences to work out a coordinated program for agriculture and industry, but such efforts have met with little or no success. Movements of this nature always find in the membership certain uncompromising persons who frustrate all workable plans. Often these persons are those capable of playing only a minor role under any conditions.

In the report of the Business Men's Commission on Agriculture, published jointly in 1927 by the National Industrial Conference Board and the Chamber of Commerce of the United States, we find this statement:

DIFFICULTIES OF AGRICULTURE

"Agriculture in this country appears to be subject to certain deep-lying ills which time alone can not safely be relied upon to cure but may even accentuate. There is evidence, for instance, real as well as money costs in the industry are rising; we are not keeping our old superiority over competitors; that the fertility of the land is being impaired; that erosion is insidiously and constantly carrying away a layer of irreplaceable surface soil not only from hillsides but over practically the whole area devoted to plowed crops; that many, if not most, farmers are year after year failing to secure a return equivalent to that which can be obtained in the city by workers of no great ability; that the comparative advantage of other industries is rapidly increasing; that obstacles to the extension of markets for farm products are growing more effective; that the difficulties of improving the organizations and methods of agriculture are increasing; that the year by year fluctuations in the prices of farm commodities are growing even more severe and are increasing the hazard under which the farmer carries on his occupation; that tenacity is increasing; and that the quality of the farm product is undergoing a progressive deterioration."

This statement was made nine years ago, but appears to state substantially the condition of agriculture in the United States today. The problem of the relation between agriculture and industry in the United States today demands three things: (1) An analysis to determine the nature and the causes of ills in agriculture and industry, (2) recommendations for a program to improve agricultural and industrial relations, and (3) putting the recommendations into operation.

UNEMPLOYMENT AN URBAN PROBLEM

Unemployment is primarily an urban problem. Its abolition, however, can in the main be effected by agricultural means. This is true so far as subsistence relief is concerned.

Urban unemployment can be relieved by (1) keeping those people who are born in the rural sections of the country from going to industrial centers where there is not an urgent demand for their labor, and (2) the scattering through the country of industries where the workers may do sufficient farming to provide much of the food used by their families.

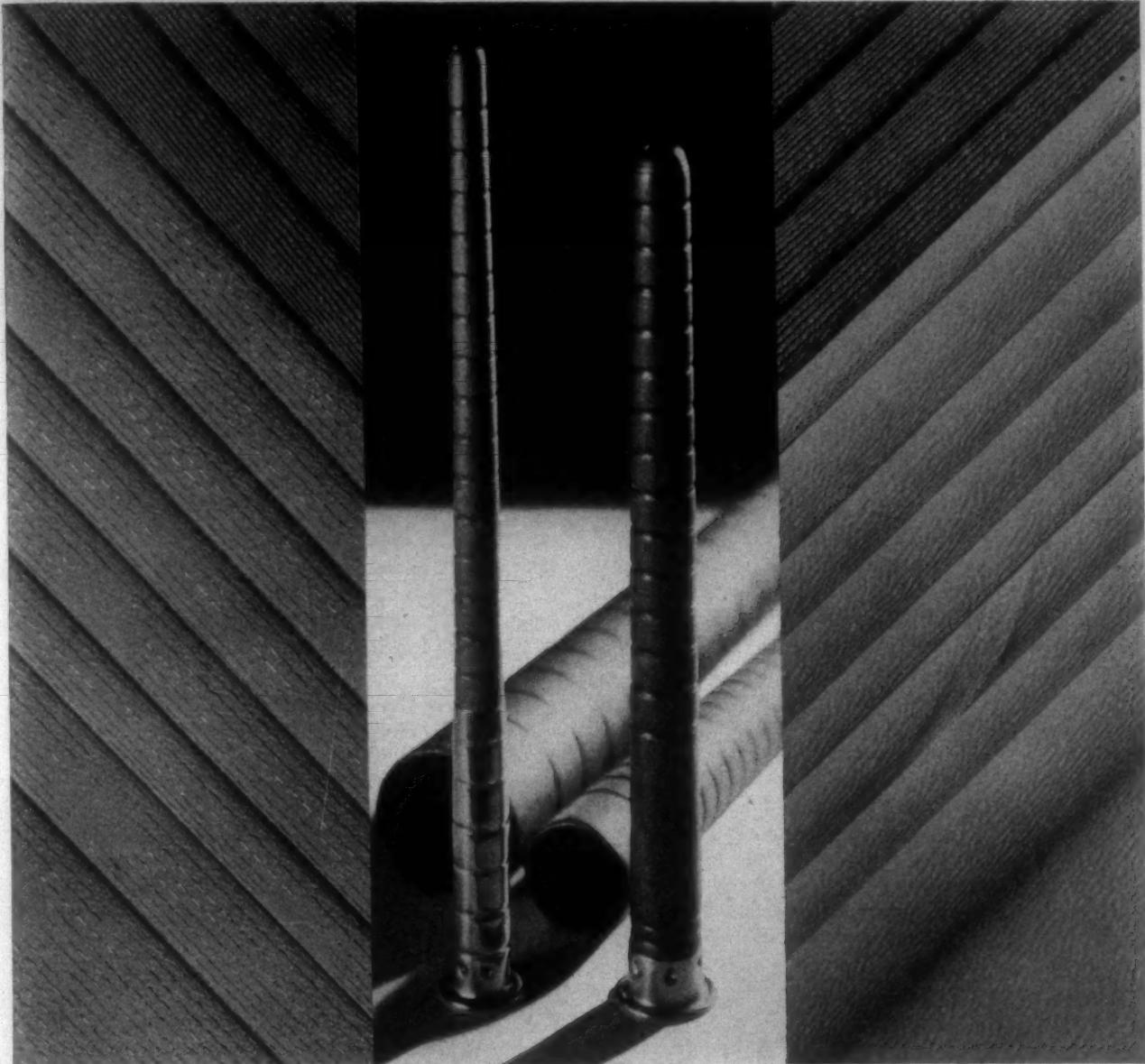
In my opinion, efforts to move unemployed who have lived in cities and towns for several years out to subsistence homesteads will generally be wasted. The problem then devolves into one of keeping those born and reared in the rural communities from going to the towns and cities. This can be partly accomplished by making it possible for rural people to enjoy the same conveniences as are enjoyed by those who live in the urban centers. This is now possible. Modern school buildings, good highways, rural mail deliveries, rural power, radios and water supply systems now make rural life more attractive and desirable. Next we must offer better educational advantages to rural boys and girls in the science of agriculture. On this point we have been weak.

AGRICULTURAL EDUCATION

I was impressed by the following statement recently made on the subject of agricultural education:

"Today our attention must be devoted whole-heartedly to building for agriculture a new philosophy of education. This philosophy must be so homespun and truthful that public opinion toward the training of youth in the culture and utilization of agricultural crops will be different than this nation has ever known. Education as encouraged by our people throughout our land has given little to make the youth of America appreciative of our natural agricultural resources. The success of our nation has been due in a large measure to its ability to produce an enormous food supply. The supply produced has required little brain energy in comparison to what must

(Continued on Page 14)



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The making of high grade style fabrics involves three major factors:—high grade materials, first class equipment and skilled workmen. This quality chain is only as strong as its weakest link, for the failure of any one factor cancels the strength of the other two.

First class equipment calls for A. P. T. impregnated and hardened paper quills. Because they are made expressly for the weaving of delicate, costly fabrics, they are "the best for the purpose."

They are economical; first because their special construction, smooth surface and high resistance to roughening from wear, and to warping from exposure to conditioning, reduce waste, loom stops and weaving defects; second because they give long service; and third because in some cases they permit a larger shuttle supply.

Samples and prices on request.

A. P. T. impregnated, tapered tubes give better results on fine yarns and are highly resistant to all types of conditioning.

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Who Will Pay the Bill?

By Edwin Walter Kemmerer of Princeton University

WHAT I have to say this morning may be divided into three parts: (1) What is the bill? (2) How is it being financed? (3) Who will ultimately pay it?

WHAT IS THE BILL?

For the four years ending June 30, 1937, the average annual deficit of the Federal Government is expected to exceed three billion dollars. During the same time our national debt will have increased from \$23 billion to about \$36 billion. This represents by far the highest rate of debt increase during these depression years shown by any advanced country in the world with the possible exception of war-ridden Italy. It will have taken place despite the facts that within the same period of time our national government taxes will have nearly doubled and that our industrial recovery from the pre-depression level has been less up to the present time than that of 16 out of the 23 leading countries for which the League of Nations regularly publishes index numbers for industrial production.

Between a third and a fourth of our total national income is now going into government expenditures, national, state and local and this percentage has been growing more rapidly in the United States during recent years than in any other country for which figures are available. There is no end yet in sight. The Chamber of Commerce of the United States recently summarize the outlook for the next fiscal year as "(1) the largest revenue, (2) the largest expenditure, and (3) the largest deficit in the peace-time history of the country."

HOW IS THE BILL BEING FINANCED?

Our next question is: How are these huge deficits being financed? The answer is: Chiefly by the Government's sale to the banks of its own short-time notes in exchange for bank deposit credits. Interest rates on these notes are kept abnormally low by the Government's cheap money policies which have glutted a sacred capital market with money and bank credit. Over half of our entire national debt is now owned by banks and the proportion so owned is growing rapidly. The number banks of the Federal Reserve System are carrying reserves over 100 per cent in excess of legal requirements and this excess constitutes a potential basis for an enormous credit and deposit currency expansion. The banks are borrowing practically nothing from the Federal Reserve Banks. The velocities at which bank deposits are circulating through the medium of checks are extremely low, averaging only approximately half what they did at this season in the supposedly normal year, 1926. The amount of slack that can be taken up in the line of money and deposit currency expansion is enormous. All of this is an overhanging threat of serious inflation.

WHO WILL PAY THE DEBT?

These debts must be either paid or canceled. If they are paid, they must be paid out of taxes. If they are

canceled, it will probably be through some kind of inflation—in other words, by paying them as many countries of Europe paid their national debt after the World War by means of a cheap or practically worthless money.

It is popularly believed that the real burden of these accumulated debts will be passed on by us to our children and our children's children. If this were true, it would certainly be a gross injustice to impose upon our children. They are likely to have enough to do to settle their own bills without being called upon to pay ours. It is not true, however, that one generation can pass on to another generation the net burden of its debt. When we pass a debt on to future generations, we likewise pass on to them the corresponding credits. The next generation, for example, *pays to itself* the interest and the principal of the debt which this generation passes on to it. The government collects in taxes from the next generation the money with which to pay the bondholders of the next generation the interest and principal of their bonds.

By this it is not meant to say that extravagant government expenditures in this generation cannot bring harm on succeeding generations. They certainly can. By reducing production, letting plants, machinery and other capital run down, and by weakening character, we may greatly reduce the heritage we pass on to our children. Furthermore, in these and other ways we may very decidedly change the distribution of wealth in the next generation, blindly benefitting the children of some of us and harming the children of others. The net burden of a debt, however, cannot be passed on from one generation as a whole to another generation.

We have now been drifting for several years in an inflation current. Next November we are to have a national election and the country is entering upon what will probably be one of the most tense election campaigns in its history. Most government expenditures "have votes," and it is with votes above everything else in an election year that politicians are concerned. The present, therefore, is a particularly difficult time for reducing government expenditures or equitably increasing taxes. In an election year the inflation current runs swiftly and smoothly and the red signal lights are dimmed.

If we continue much longer to drift in this current our craft will get out of control. If it does, and if we have serious inflation, it will be chiefly America's creditor classes that will pay the bill because the debts due them will be paid at par in cheap and depreciated dollars.

The idea is popularly held that the creditors in the United States are mostly rich men who spend their incomes in extravagant living, the so-called "bloated bondholders." There are such men, but they constitute a very small percentage of America's creditor class. Our greatest creditors are the people who own the country's scores

*Address before Annual Convention American Cotton Manufacturers Association at Pinehurst.

Cut Repainting Costs...

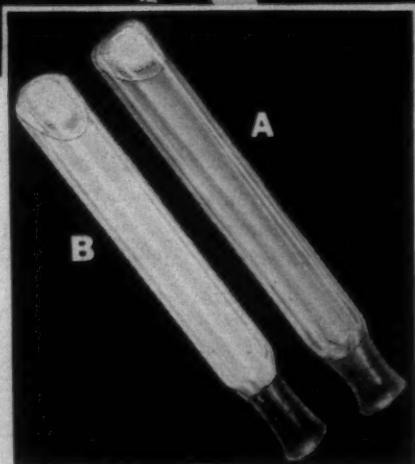
prevent

WALL JAUNDICE

CEILINGS AND WALLS once bright and white can quickly become dingy, dirty, yellowed light absorbers. The white paint covering them turns yellow...they develop "WallJaundice."

Immune to this plant-wall "disease," Interior Barreled Sunlight remains white year after year. It's made with "Rice Processed" linseed oil—oil with the yellow color *taken out*. This exclusive "Rice Process" makes possible the *Surety* given at lower right.

Write for free brochure of complete information to U. S. Gutta Percha Paint Co., 5 - E Dudley Street, Providence, R. I. Branches or distributors in all principal cities. (For Pacific Coast, W. P. Fuller & Co.)



YOUR SURETY—We maintain that Interior Barreled Sunlight Gloss, the "Rice Process" White, will remain white longer than any oil-gloss paint or enamel, domestic or foreign, applied under the same normal service conditions and according to our specifications. If it does not do so, we will give, free, enough Barreled Sunlight to repaint the job.

VIAL A contains refined linseed oil commonly used in white oil paints. This yellow color disappears when the oil is mixed with white pigments. But it is still there ... will appear sooner or later in the form of "jaundice" upon your ceilings and walls.

VIAL B shows how the same highly refined linseed oil, as contained in vial "A," appears after treatment by the "Rice Process." It is almost pure white. This "Rice Processed" linseed oil is the principal reason why Barreled Sunlight is whiter at the start, remains white, year after year, spreads and hides better, flows more easily.

BARRELED SUNLIGHT

REG. U. S. PAT. OFF.

THE PIONEER WHITE PAINT FOR LIGHT REFLECTION!

On the Common Problems of Industry and Agriculture

(Continued from Page 10)

be spent to learn, teach, discover, and utilize our most perpetual natural resources."

The prime requisites of human life are food, shelter and raiment, food being the one indispensable item. Whether the industrial plants go or stop, the workers must have food. Since this is true, employees will, in my opinion, be better citizens and more efficient workers if permitted to have an opportunity to become in part, at least, self-supporting. A man has great pride in looking at a well provided table when he knows that by his own efforts and with the help of nature he made possible the food on his table.

Not all industries can be so located that the workers may have gardens, but most industries can. That is generally true in the South. Every effort should be made by all to help provide land for those who wish to cultivate a garden. This should be done for health's sake. Those who become helpless through improper diet or other causes become the wards of the thrifty.

"LIVE-AT-HOME"

One of the most far reaching programs ever proposed in North Carolina was Governor Gardner's Live-at-Home program. This program, if carried out, will save the people of this State hundreds of millions of dollars, give us better health, cleaner minds, and contribute more than any one thing to our economic independence.

Soil erosion is, in my opinion, the major contributing factor to our economic ills, which after all, are basically agricultural. Soil erosion in America, and especially in the South, is today an economic calamity of catastrophic proportions. The tiller of the soil has liquidated the nation's crop-growing resources and the revenue therefrom has migrated to urban centers.

SOIL EROSION

The most difficult job yet undertaken by any person is that of the conservationist who is attempting to convince the farmer, lawyer, doctor, school teacher, manufacturer, and artisan that soil erosion is a sight draft, payable for our all, and payable in part each time it rains. We have done a lot of squawking of late about taxes, but the amount of tax money involved each year is negligible in comparison with the yearly timber and soil losses for the past fifty years.

If you are interested in the future of America in any phase, take a day off and go to an area where the soil is gone and the red land shows. Study the people, the animals, the facilities of the farm homes and surroundings, the churches and schools. School buildings are usually small and bespattered with red mud. There is nothing of what we call conveniences about the farm houses. The stock is of poor breed and little more than skin and bone. Even the dogs prey for a living upon the meagre wild life of the nearby fields and woodland. The people—well, they are in keeping with the setting. Sooner or later they will become objects of charity. They are now and have been objects of charity for schools and roads. Who has been paying and will continue to pay the bills? The thrifty! You can't evade it when candi-

dates for office, high and low, run on the platform of soaking the thrifty. They call it "soaking the rich." Call it what you may, the thrifty will be soaked.

Why was it that the soil of this great country of ours went down the water streams? What was everyone's business was one's business. Efforts made fifty years ago to protect the natural resources received the same ridicule accorded the person who today wishes to protect some of our time honored institutions. Fifty years ago the far seeing protectionist was undemocratic and wished to interfere with individual liberty and today there are those who would say that he believes in capitalism. The noisy minority won fifty years ago, and look at the natural resources today.

When banks in small towns began to fail a few years ago, the public diagnosed the case as "over lent" which was caused by over valuation of property on which loans were made. Anyway, the truth is that the farmer could not pay. He could not pay because the margin between income and production costs was too small. This in my opinion, is nearer the point than the claim that farm income is or was too low. The margin between income and production cost on the farm will be low until the yield per acre is increased.

AGRICULTURAL AND INDUSTRIAL RELATIONS

Louis J. Taber, Master of the National Grange, offers the following on the problem of improving agricultural and industrial relations:

"The scientists and the industrial leader can render outstanding service in broadening the uses of products grown on the farms of the United States. This service can be developed along four distinct lines:

"1st. To find new industrial uses for products now grown on our farms, with special emphasis to additional uses for such great basic crops as cotton, tobacco, wheat, corn, oils, and fats, slash pine, forest products, etc.

"2nd. To find new plants that can be successfully grown in this country to take the place of imported products.

"3rd. To expand the non-food uses of our present and potential agricultural productions.

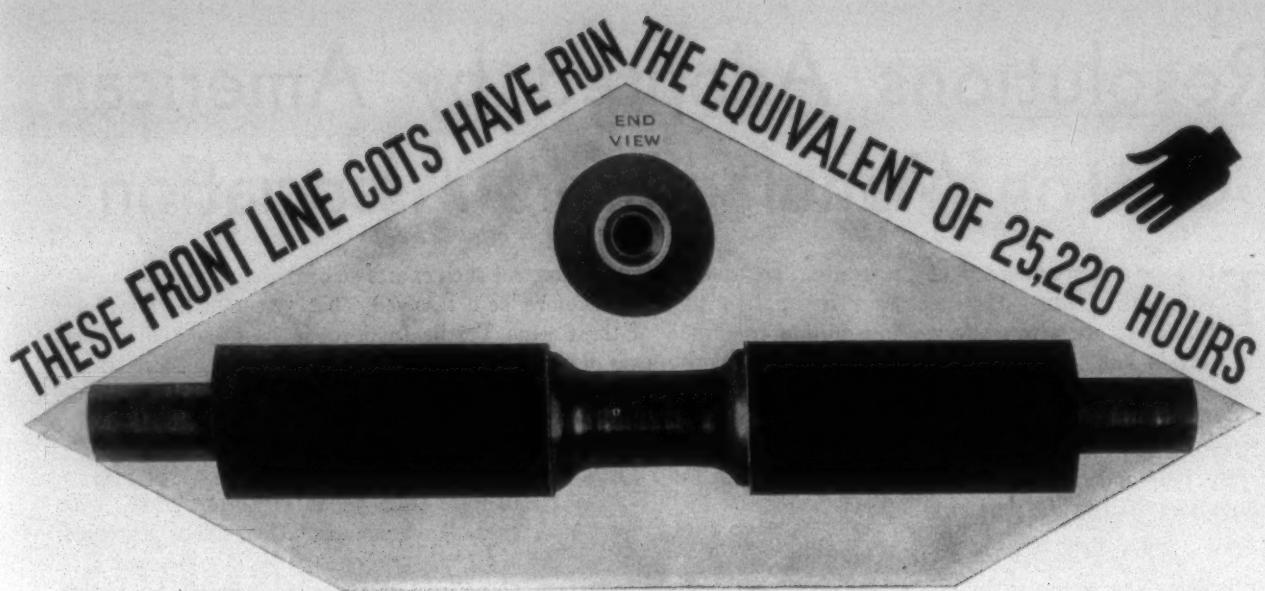
"4th. To develop additional American-produced raw materials for industry and commerce to the end that cooperation, understanding, and team work may be developed between agriculture, industry and science—America's greatest economic trinity.

The Chemical Foundation is interested in the topic of our discussion here this afternoon. The Foundation is thinking along the line of more diversified uses for farm products. Progress in this direction means an increasing purchasing power—the dream of every industrialist.

The land owners of America have at their disposal more power than the industrialists and they do not have to pay so many cents per kilowatt hour for it. The sun pours down upon the land about four hundred horsepower per acre. A small fraction of one per cent of this energy is consumed by plant life. Only through scientific research will it be possible to increase the use of the sun's energy.

The sun is wasting its four hundred horsepower of energy per acre on millions of acres of eroded lands

(Continued on Page 39)



AND SHOULD RUN FOR AT LEAST 20,000 HOURS MORE



These cots have been running in a prominent New England mill spinning 30's yarn from 1 1/32" American cotton with a twist multiplier of 4.92 and a front roll speed of 107 revolutions per minute.

After 5400 hours of operation, micrometer measurement showed a wear of .008 inch. The rolls were then ground down 24/1000 of an inch—the equivalent of 16,200 additional hours.

They are still running today, having had one additional buffing, and the total operating time, according to last reports, was the equivalent of 25,220 hours. Furthermore they appear to be good for at least 20,000 hours more.

As to quality, breaking tests after 20,000 hours revealed a yarn far superior to that produced with any other roll covering.

Are YOU getting 20,000 to 40,000 hours out of YOUR roll covering, and a superior yarn as well? If not, you should investigate Everlastic.

Everlastic is a synthetic rubber product

PERFECTED after many years of cooperative research with E. I. Dupont de Nemours & Co., Inc., U. S. Rubber Products, Inc., and Manhattan Raybestos Co., and after 3 years of practical testing in many well known mills. Laboratory control methods of manufacture assure uniformity and dependability.

Circular TB, giving the COMPLETE story of its achievements, is yours on request, to—

ROGER W. CUTLER

141 Milk St., Boston, Mass.

Telephone: Lib. 6700

AGENTS SELLING ONLY TO MILLS WITH GRINDING EQUIPMENT:—J. Burdford Hodges, 161 Spring St., N.W., Atlanta, Ga. (in Georgia only); Greenville Textile Supply Co., Greenville, S. C.; and Odell Mill Supply Co., Greensboro, N. C. (Ala., Va., W. Va., Tenn., N. C. and S. C.); Textile Roll & Cot Co., Dallas, Tex. (La., Tex., Miss., Okla., and Ark.)

AGENTS SELLING TO MILLS WITHOUT GRINDING EQUIPMENT:—O. B. Wetherell & Son Co., Fall River, Mass.; William R. West, New Bedford, Mass.; Berkshire Roller Cov. Co., North Adams, Mass.; Howland-Bridge Co., Inc., Chester, Pa.; Stewart Roller Shop, Laurinburg, N. C.; Dixie Roller Shop, Rockingham, N. C.; A. J. Whittemore & Sons, Burlington, N. C.; Textile Roll Covering Works, LaGrange, Ga.; Dixie Roll & Cot Co., Macon, Ga.; Morrow Roller Shop, Albemarle, N. C.



TEXTILE ROLL COTS QUALITY • EXTREME DURABILITY • RESILIENCY

ADVANTAGES

1. Oil proof.
2. Unaffected by changes in temperature.
3. Four times the life of cork cots.
4. Six to sixteen times the life of leather covering.
5. Superior drawing surface produces stronger and more even yarn.
6. Non-oxidizing.
7. Very resilient. Will not flute or flatten.
8. Resiliency can be regulated, permitting less top weight. This means a better yarn, longer life of roll covers and savings in oil and power.
9. Can be rebuffed repeatedly without loss in drawing quality or cushion.
10. Total direct savings of 50 to 75 percent over cork or leather usually possible.

Resolutions Adopted by American Cotton Manufacturers Association

THE resolutions adopted at the convention of the American Cotton Manufacturers Association at Pinehurst are given below. In addition to those appearing in full, the Association also passed resolutions of regret at the death of a number of its members during the past year, a resolution in honor of the memory of W. E. Beattie, a former president of the Association who died in July 1935 and the usual resolution of appreciation to those taking part in the program.

SELL COTTON AT NET WEIGHT

Whereas, The wrapping of twelve million of bales of cotton requires annually seventy-five million yards of bagging, and

Whereas, The wrapping now used for this purpose is jute, and

Whereas, If our cotton were wrapped in cotton bagging it would require eighty-five million pounds of cotton bagging annually, and

Whereas, If our cotton were sold net weight it would facilitate such a use of cotton bagging, thereby providing a new use for cotton, and increased work for cotton spinners, now

Therefore, be it resolved, That the Department of Agriculture and the Congress be requested to take necessary steps that our cotton may be sold net weight.

URGING GOVERNMENT TO SEEK NEW AND INCREASED USES FOR COTTON

Whereas, The growing and spinning of cotton is one of the most important businesses in our country, and

Whereas, The cotton interests directly, and all of us indirectly, are tremendously concerned in not only maintaining our present business but expanding it by searching for new uses, and

Whereas, Our industry in groups, and collectively, is devoting our talent and much of our money for research work, and

Whereas, All such efforts at best are inadequate, now

Therefore, be it resolved, That we commend the efforts of the Cotton Textile Institute in its promotion of new uses of cotton, with particular reference to its accomplishments in demonstrating the practical value of cotton cloth as a road building material.

COTTON IMPORTS

Whereas, Imports from Japan of cotton goods, both woven and knitted, are showing tremendous increases, and

Whereas, These imports are made largely from Indian cotton and under conditions of long hours, low wages, and depreciated currencies,

Therefore, be it resolved, That we again express to President Roosevelt our tremendous concern in this matter and offer every facility at our command in order that corrective measures be taken with the least possible delay.

TARIFF ON JUTE

Whereas, Jute and sisal have always been competitive with our cotton, and

Whereas, Both these products are grown and manufactured in low wage countries, now

Therefore, be it resolved, That an equalizing tariff be placed upon all jute and jute products and sisal coming into this country.

GOVERNMENT REGULATION

Whereas, Wide publicity has been given to certain reports that important portions of the textile industry favor the so-called Ellenbogen strait-jacket of direct Government regulation, and

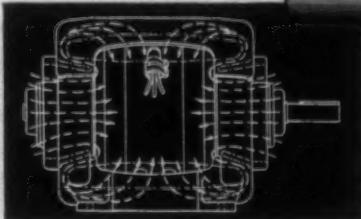
Whereas, these reports apparently emanate for the most part from an organization which is wholly outside the cotton textile industry and whose all embracing title

(Continued on Page 44)



Group of officers of American Cotton Manufacturers' Association—Left to Right—W. M. McLaurine, Secretary; R. E. Henry, First Vice-President; Donald Comer, new President; Harvey W. Moore, Board Member, and Thomas H. Webb, Retiring President.

**It's tailor-made
for the
Textile
Industry**



Cut-away section of motor showing internal construction. Note large, smooth, unrestricted air passages for thorough ventilation.



THE Allis-Chalmers Quick-Clean Motor is not a makeshift. It's not merely a standard motor that has been adapted to the Textile Industry. It is a motor—and the only one on the market—that has been specifically designed and built to meet the specific needs of the Textile Industry.

Allis-Chalmers Quick-Clean Motors have big, unrestricted air passages and glass-smooth inside surfaces to which lint and dust cannot adhere; all working parts are *positively* dust-sealed.

This motor actually and thoroughly cleans itself—thus overheating is eliminated and maintenance costs are reduced to an astonishing degree.

Four sizes—5, 7½, 10 and 15 H.P. Standard N.E.M.A. mounting dimensions.

MOTOR DIVISION
ALLIS-CHALMERS



MILWAUKEE WISCONSIN

New Uses for Cotton Promoted by Institute

By C. K. Everett, Manager, New Uses Section,
The Cotton-Textile Institute

IT has been said of the cotton textile industry that it is production-minded to the exclusion of an effective interest in the promotion of its products.

The assertion is belied, not only by what we know to be the record, but by the very fact that at a moment when grave problems—new taxes, prospective regulatory legislation and a host of other irritants—weigh heavily on your minds, you give me a place and time on your agenda to describe some recent activities of the Institute's New Uses Section.

Reverting briefly and admitting for the sake of argument that a large part of the industry may be production-minded as distinguished from promotion-minded, I have no quarrel with the former philosophy. The objective in both cases is maximum results attained at lowest possible costs. Apply that test to activities of the New Uses Section of the Institute and I will gladly leave the verdict to the most production-minded executive in the industry.

Saying that, I have in mind particularly two important projects engaging our principal interest at the present. Naturally, one of them is National Cotton Week which, I am happy to report, is certain to assume unprecedented proportions this year. Every advice to the Institute, from widely scattered centers and varied interests, reflects new heights of enthusiasm and the universal confidence that cottons mean profit this year is evidenced by the scope of the preparations, even by only indirectly affected interests, to participate.

We can take the word of some of the keenest merchandisers in the country for the fact that the later date for National Cotton Week this year, June 1 to June 6, was a truly inspired selection which, indeed, has won the almost unanimous approval of retailers everywhere. That particular week has definite and important advantages.

Obviously, of course, it is timed to take full advantage of the ideal "cotton weather" usually prevalent throughout the country in early June.

It justifies intensive promotion of cottons, particularly apparel fabrics and items, when the comfort of cottons is most appealing.

It provides the needed impetus to prolong the cotton selling season through June and July, and thereby makes unnecessary premature price-cutting which, in the past, shortened the profitable selling of regular goods at regular prices.

Equally important, the nation-wide emphasis on cottons will be in full swing when payment of the Veterans' Bonus releases a tremendous new volume of spending power in all sections of the country.

Thus rapidly sketching the significance of Cotton week this year to retailers, I am reminded that mill executives frequently ask, "What can I get out of National Cotton Week?"

I believe that the concentration, effected through Na-

tional Cotton Week, of the country's advertising, merchandising and display resources on cotton goods offers definite possibilities to every mill in the industry. Of course, it is difficult to identify tangible benefits derived by individual mills, particularly in the case of mills without direct consumer contacts. But it must be conceded that any activity which stirs increased consumption of cotton goods in a wide variety of constructions must inevitably benefit all mills, just as the rock tossed into the center stirs waves which break on the farthest edge of the pool.

Most of you are familiar with the experience, to mention one of several outstanding instances, of Cannon Mills which announced that during National Cotton Week last year more than 1,000 retail store windows displayed Cannon products tied in with feature treatment of the same products in store newspaper advertising.

The very nature of their operations precludes many mills from obtaining such direct benefits, but I wonder if they are doing all they can do to insure some benefits for themselves from National Cotton Week. In the last analysis, what the average mill gets out of National Cotton Week depends on what that mill individually puts into it. If the mill is not cooperating closely with the converter and encouraging the latter to bring pressure on the retailer in behalf of cottons, the mill is ignoring a real opportunity. And the converters generally are now wide awake to the possibilities of National Cotton Week. One of this year's most welcome recruits to the program was the Textile Fabric Association which, in a general letter, urged retailers to lay early plans for participation in the event.

Even in the case of mills whose products enter wholly or largely into industrial uses, there must be some indirect benefits from the vigorous promotion of consumer fabrics. I believe it can be argued soundly that an unusual or abnormal demand for consumer fabrics must inevitably result in a better situation for the producers of industrial fabrics, if for no other reason than that it eliminates the temptation of consumer fabric mills to enter the industrial field.

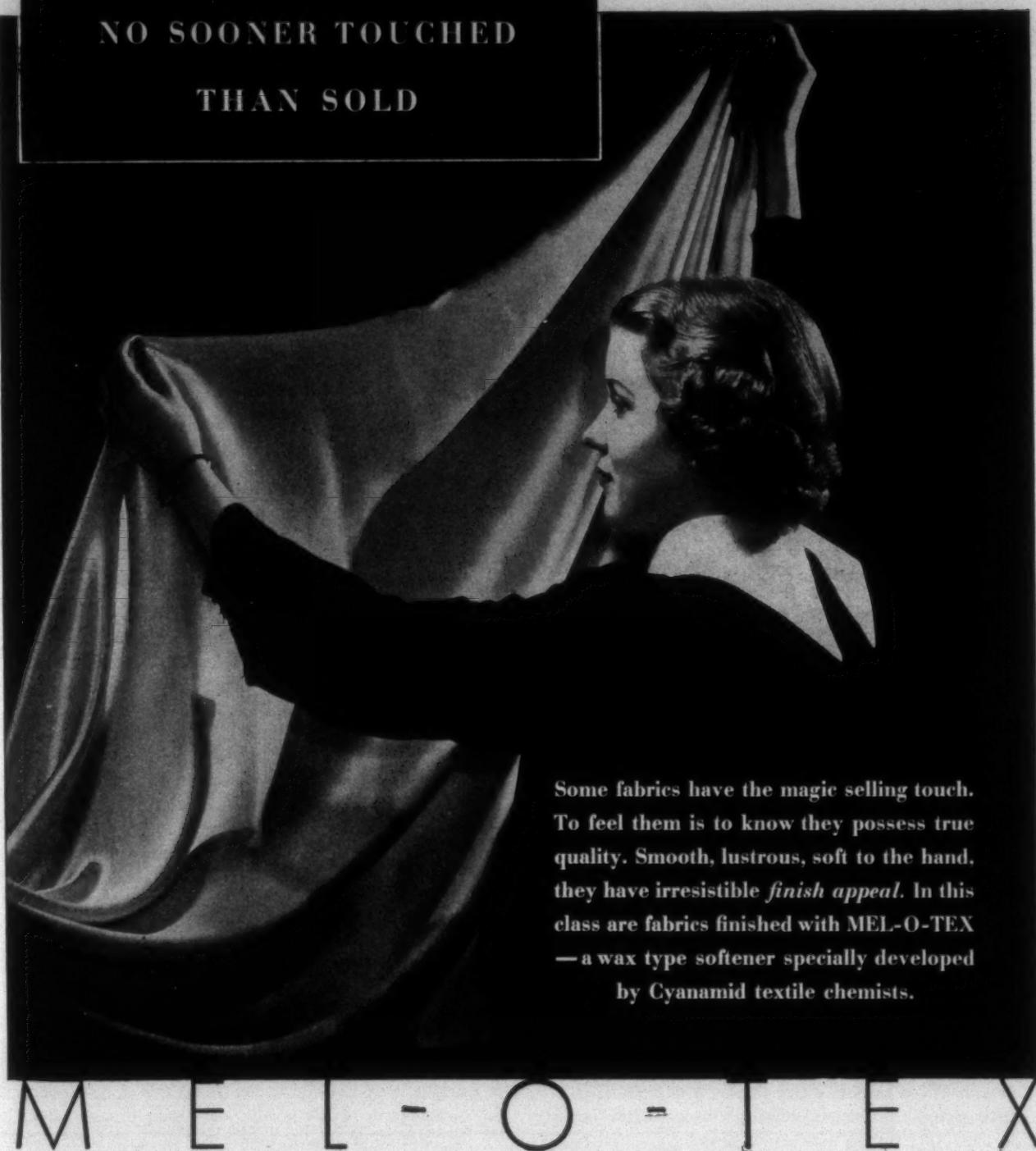
I think Dr. Murchison summed it all up a few days ago when, speaking to a group of mill executives, he said:

"Frankly, I don't think we fully appreciate the tremendous asset the cotton industry has in National Cotton Week. There is nothing else like it or even approaching it on the trade calendar. I don't know of another promotional event that so challenges the merchandising imagination of the country as to enlist the enthusiastic cooperation, such as is assured this year, of more than 40,000 retailers, big and little, throughout the country, combining their selling forces, advertising programs and resident buying offices in a mighty drive for cottons."

"The vast army includes the great chain store and mail

(Continued on Page 22)

NO SOONER TOUCHED
THAN SOLD



Some fabrics have the magic selling touch. To feel them is to know they possess true quality. Smooth, lustrous, soft to the hand, they have irresistible *finish appeal*. In this class are fabrics finished with MEL-O-TEX — a wax type softener specially developed by Cyanamid textile chemists.

M E L - O - T E X

is made from the highest grade vegetable and animal waxes... emulsifies readily in water and produces a stable white emulsion. It is ideal for light weight silk and rayon fabrics... and for cotton and rayon mixtures where added weight is desired. Let us prove to you that MEL-O-TEX will help you produce smooth, richly finished materials that are "no sooner touched than sold."

AMERICAN CYANAMID • CHEMICAL CORPORATION

30 ROCKEFELLER PLACE, NEW YORK, N. Y.
SOUTHERN DISTRICT OFFICE: 301 EAST SEVENTH STREET, CHARLOTTE, N. C.



Relation of Wages to Selling Price*

By Robert R. West
President Riverside and Dan River Mills

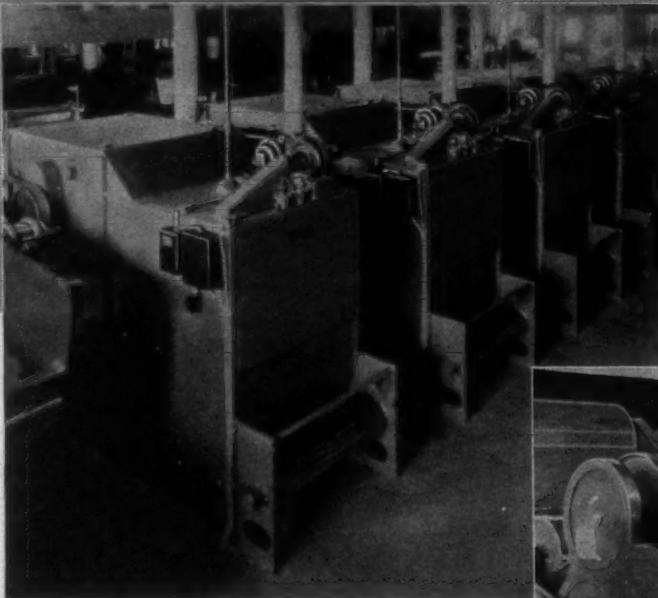
THE historical events leading to the establishment of the Cotton Textile Industry of the South, in its present position of commanding importance in textile manufacturing, need no recital at this time. The economic implications, however, merit some attention. The decade preceding 1933 was distinguished, among other things, by the outstanding increase of cotton textile manufacturing in the South. On the whole, this growth ran counter to the general industrial tendency. During these ten years the total pounds of cotton cloth woven in the United States declined from 2,200,000,000 pounds to 2,124,000,000 pounds, and in square yards the reduction was from 8,264,000,000 to 8,089,000,000. During the same ten years exports of cotton cloth fell from 465,000,000 square yards to 300,000,000 square yards. All told, the value of cotton goods, as related to all manufactured products of the United States, fell from 3.1% to 2.7%. The textile operations in the South were not in sympathy with these declines. On the contrary, spindles in place increased from 17,200,000 to 19,300,000, and those active from 17,000,000 to 18,500,000. Whereas, in 1923 that part of the Cotton Textile Industry in the South accounted for 45% of the total active spindles, in 1933 the percentage amounted to 67%. The same increase is to be noticed in the spindle hours run, the percentage rising from 56% to 74% of total cotton textile operations. The Southern mills consumed in 1923 approximately 3,900,000 bales of cotton. This consumption rose to 5,500,000 in 1928, and in 1933 amounted to 4,500,000 bales. In 1923 we manufactured 61% of the total poundage of woven goods. The share we took in 1933 was 80%. This increase involved an actual increase from 1 1-3 billion pounds to 1 1/4 billion pounds. In square yards manufactured, the proportion of production by the South rose from 58% in 1923, to 78% in 1933, involving a gain in production of 1,500,000,000 square yards. Also, in the value of cotton goods woven, the percentage in the South rose from 51% to 70% of the total during these ten years. Wage earners given employment numbered 219,000, or 46% of the total for the Cotton Textile Industry in 1923, in 1933 the number employed amounted to 257,000, or 68% of the total. Every index serves to show that during the decade of from 1923 to 1933 the cotton mills of the South assumed the leadership of the production of cotton textiles. This ascendancy was not attained without incurring difficulties. Mill margins declined seriously during the period. One estimate puts mill margins, exclusive of labor and raw materials, at approximately 125% in 1925, using the two years, 1927 to 1929, as a base of 100%. The same estimate gives as mill margins in 1933, using the same base, 62 1/2%, or a decline in available margin of 50%. Another estimate gives as available margin, including labor, in 1925, at

13.2c per pound on 14 standard constructions, and on the same constructions, after eliminating processing taxes and N. R. A. costs, a margin of 7.26c in 1934. The reduction involved in this estimate is 45%. This decline in available margins for expense and profit was reflected by a reduction in the share value of representative Southern mill stocks of \$144.00 per share in 1923 to \$71.00 per share in 1930, most of which reduction occurred before November, 1929. As may be noted, this loss in share value, approximating 50%, corresponds quite closely to the reduction in margins mentioned above. The Bureau of Internal Revenue reports show that in eight of those ten years, four years showed a loss in the operation of the industry and four years showed a profit; the loss, however, exceeding the profit by \$100,000,000, or approximately \$5.00 per active spindle. During the ten years, from 1923 to 1933, hourly wages in the Cotton Textile Industry fell some 37%; the cost of living fell approximately 23%, and the prices of manufactured articles, taken as a whole, fell 27%, while the manufacturing margins on cotton textile products fell 50% or more. The figures given above may be boiled down to this. During the ten-year period of 1923 to 1933, Southern textile manufacturers gained the ascendancy in the manufacture of cotton goods in this country, and in so doing sacrificed 50% of their margin above raw material costs from which to pay their labor, expense, plant depreciation and return on the investment. That is to say, a 30% increase in production with a 30% decrease in earning on the part of labor was accompanied by a 50% decrease in mill margin. The decrease in margins, therefore, was wholly out of proportion to the other factors. The increased production of goods, on the part of Southern textile mills, in the face of a decreasing off-take on the part of the public, as indicated by the statistics given, made it impossible to support a price structure other than one which resulted in great losses. It is interesting to note in this connection that the inordinate price fluctuations causing this decrease in margins, were not due to the necessities of distributors or consumers of textile goods; they were brought about by the hazards of buying goods, the price of which was subject to periodic accumulations of burdensome stocks of staple merchandise, inadequately financed, which jeopardized the holdings of mills, distributors, cutters and retailers alike. This state of affairs was given recognition at the Annual Convention of this Association held in the Spring of 1933, when Mr. B. B. Gossett, in his presidential address, declared: "It must be evident to all that there is something about our present system that is fundamentally wrong—something that is dissipating our energies and bleeding our plants to death. Some seem to feel that because we have the potential capacity for production in excess of normal consumption we should turn out every pound that we can produce, regardless of the consequences. If this is the case, it seems to me that we

(Continued on Page 24)

*Address before Annual Convention American Cotton Manufacturers Association at Pinehurst.

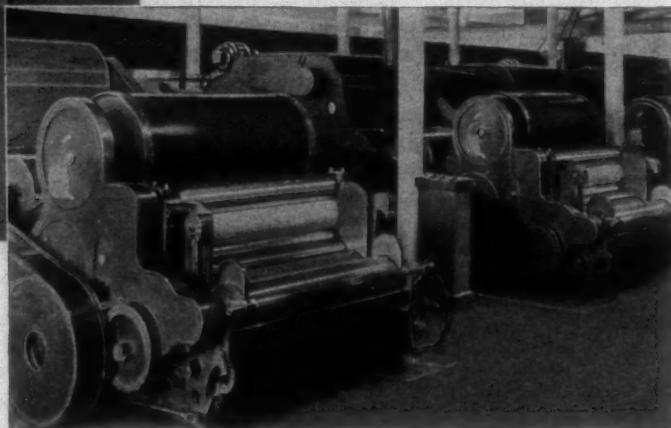
HOW YOU CAN CUT COSTS PER POUND INCREASE OUTPUT IMPROVE QUALITY



General view of cotton-preparatory machinery with G-E automatic control ▲

Lower cost, faster production, and a better-quality product are made possible by automatic control on this one-process picker operated by G-E motors and control ▶

By Using G-E Auto-
matic Control for
Cleaning and Blending



THE automatic system of control for cleaning and blending:

1. Cuts costs per pound by minimizing waste, and by maintaining constant level and constant pressure in reserve chambers. Less power is required because the automatic system does away with many of the cumbersome parts on ordinary cleaning and blending systems and therefore saves on power costs for the entire process.

2. Increases output both by making possible higher operating speed through increased smoothness and uniformity; and by avoiding time out.

3. Improves quality by accuracy of control and proper synchronization of each step. Operators report exceptionally uniform laps and almost perfect yard-for-yard weighings when using the automatic system.

This practical, efficient system, utilizing limit switches and solenoids to tie in the various parts of the feeder operations, has been made possible largely by the co-operation of General Electric application engineers with textile-machinery manufacturers. It will pay you to specify General Electric equipment. General Electric, Schenectady, N. Y.

080-79

GENERAL ELECTRIC

New Uses for Cotton Promoted By Institute

(Continued from Page 18)

order organizations; the leading manufacturers of soap and soap products with their untold thousands of co-operating retail distributors; washing machine manufacturers and their thousands of retail dealers; commercial laundries; commercial pattern companies; railroads; hotels; and a host of others.

"To complete this brief glimpse of the momentum building up behind National Cotton Week is the power of the radio and the movies, every woman's magazine of recognized class or mass appeal and the always generous cooperation of newspapers from one end of the country to the other.

"Some of the recent high-spot developments must convince even the most confirmed skeptic of the truly national significance of National Cotton Week. It must be more than 'just another week' when such an organization as F. W. Woolworth Company, with its 1,900 stores, after four years on the sidelines, goes lock, stock and barrel in cooperation this year, or, to cite another example, when an organization such as National Industrial Retail Stores, with 4,100 units principally in manufacturing and mining communities, enlist in the effort. On another front we have the innumerable retail grocers of the country mobilized in behalf of cottons through the co-operation of such soap products manufacturers as Proctor and Gamble, and Lever Brothers, whose nationwide newspaper and radio advertising programs as well as their retail display material will be tied-in with National Cotton Week. Many hundreds of thousands of leaflets, pamphlets or booklets, stressing the all-purpose practicability and economy of cottons, will reach housewives everywhere in their laundry-bundles. Washing machine and sewing machine dealers everywhere will have special Cotton Week display windows and will cooperate in the arrangement of similar windows in local department stores. I could go on indefinitely with a recital of the preparations now under way to center the consumer's attention on cotton.

"In all of this, of course, the Institute, as the sponsor of National Cotton Week, has played a major role, not only as a coordinating agency and a clearing house, but in the preparation and distribution of a vast amount of material for the guidance of participants. In addition to the official poster, now familiar to all of you, one of the Institute's outstanding contributions to this year's event is its 'Idea Book' which, with practical and workable suggestions on how to get the most out of Cotton Week, has been mailed to 10,000 retailers.

"And National Cotton Week, it should be emphasized, is only one, although the most spectacular, of the many continuing activities of the Institute to stimulate an increased consumption of cotton goods."

I would be remiss if I did not acknowledge the splendid and valuable cooperation given the National Cotton Week program by the trade in all of the various fields. The recognition and sustained cooperation which is given the event annually by a list of publications and papers far too long to enumerate, is a contribution which cannot be

measured. Editorially, pictorially and by the devotion of whole special sections, they have hammered home to every branch of the industry and trade the profit potentialities of National Cotton Week. Typical of their interest is the April issue of the Dry Goods Journal—the outstanding trade paper of department store merchandising, sales promotion and display executives—which includes a special 32-page section featuring recommended ideas and suggestions for profitable participation in National Cotton Week.

That brings me to the other side of the picture and I trust that in speaking frankly now I am not taking undue advantage of the privilege given me to appear here. What we have been able to do with National Cotton Week and other New Uses activities this year has been done with an expenditure of about 25 per cent of what was available for promotion in 1935. As you know, these activities are financed by subscription and the scope of those activities is, obviously, limited by the willingness to contribute of individuals who feel they benefit directly or indirectly. I am not here appealing for subscriptions but I am asking you to look this issue squarely in the face.

Here we are—the cotton industry—by dint of prodigious effort outstripping every other contender in the race for popular favor. We're miles out in front of the field. We have succeeded in obtaining the active cooperation of every element that could have any, even remote, interest.

Our methods have been proved right not only by our achievement but by the fact that competitors and other industries have patterned their efforts after ours. So long as they merely flatter us by imitation we need not worry. But, we are in a race for a part of the consumer's dollar—a never-ending Marathon. We can, of course, sit down and relax, rest on our laurels for the moment—so we may think. Be assured, however, that the competitor who, adopting our method today, catches up with us, will set the pace thereafter—and over an up-hill course.

We have agreed, I hope, that, production-minded or promotion-minded, the common objective is maximum results at lowest possible costs. Be as practical as you wish and you cannot escape the conclusion that "we get so much for so little" and that conclusion is echoed by every publisher, retailer and advertising or publicity expert with whom I have had any contact.

Of course, it can be said we are dealing with cotton, a basic commodity, and cotton goods, vital necessities. And it is true. Nevertheless, we have active competition, we have to keep pushing to reach the consuming public. And remember, ours is not an industry, for example, like the automobile industry, where every manufacturer buys space in practically every newspaper and magazine in the country. Take that initial incentive for cooperation and follow it down through the various channels and then contrast it with what the cotton industry gets through Institute promotional activity for a relatively insignificant outlay.

Within the last few weeks you have heard that the Department of Agriculture allocated \$1,300,000 for a nation-wide demonstration of the practicability of cotton as a highway construction material. I went, a few days

(Continued on Page 46)

du Pont Announces

TWO NEW REDS FOR ACETATE FIBERS



ACELE* Scarlet B ACELE* Rubine B

THE former yields bright, bluish shades of scarlet, while the latter produces a full, bluish red. Both dyestuffs possess generally fine dyeing qualities for light and heavy shades, and are of high tintorial value. They exhaust satisfactorily, are readily dispersible, and penetrate well.

Both are suitable for application on all acetate fabrics and have very good fastness toward most color-destroying influences, including bleaching, hot pressing, scrooping, steaming, washing at 120° F.

These two dyes can be used either alone or as shading colors, and are also of interest for discharge printing.

They are carefully controlled chemically, so that good results can be depended upon.

* REG. U. S. PAT. OFF.





Will you share the savings made by the next half-million spindles?

At the present rate, it will only take until next December to add 500,000 more spindles to the long roll of Saco-Lowell Roth installations of Better Draft Spinning. Will your mill share in the savings these half-million spindles will earn . . . or will your competitors, helped by the cost-cutting advantages of Saco-Lowell Roth Better Drafting, step out ahead?

Today, more than 15% of all active spindles in the United States and far more than 50% of all long draft spinning are Saco-Lowell . . . because the return on the investment is often as much as 33 1/3% . . . and the quality of the spun yarn is high. Below are two short stories about representative mills (names on request) showing "cost" and "quality" results from Saco-Lowell Roth Better Drafting.

SHORT STORY 1: "\$7,400.00"

Mill manufacturers 26's warp yarn . . . Installed 13,608 spindles Saco-Lowell Roth Better Drafting . . . Eliminated 1,880 roving spindles because of increased spinning draft . . . Saved \$7,400.00 a year, including \$600.00 power saving.

SHORT STORY 2: "60,000 MORE"

Mill manufactures filling yarns, 13's to 41's, spinning from single roving with a 3.60 twist multiplier . . . Installed 40 frames Saco-Lowell Roth Better Drafting.

Range of Work

Yarn No.	Cotton Staple	Roving in Creel	Figured Draft
13	7/8"-15/16"	.85	15.29
28	15/16"	1.75	16.00
41	1"-1 1/16"	2.05	20.00

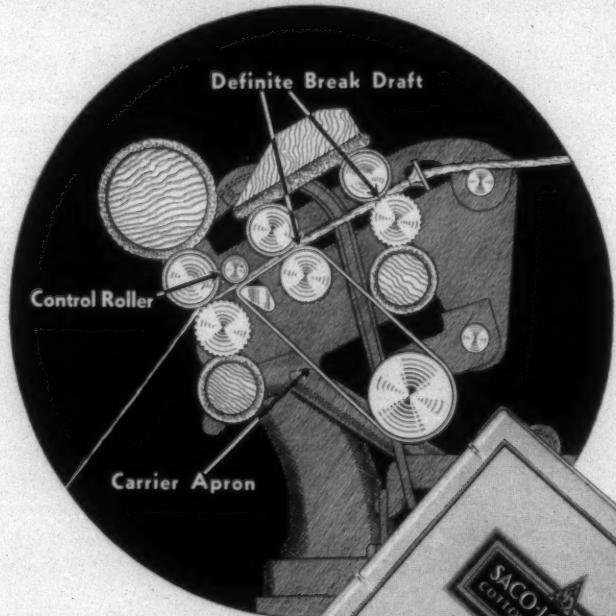
Frames now running with low number of ends down.

On 41's for example: using 1" cotton, 20 per 1,000 spindles per hour; 1 1/16" cotton: 9.72 ends down.

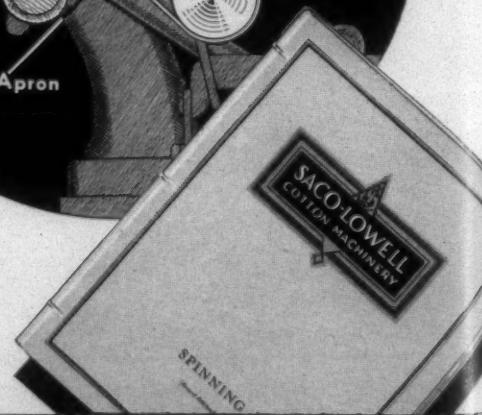
Eliminated: fourth process of 7 x 3 roving entirely; also a number of slubber and intermediate spindles because of running much coarser roving.

Climax: mill ordered 60,000 additional spindles.

Only Saco-Lowell Roth has these three essentials for Better Drafting



Send for



SACO-LOWELL ROTH BETTER DRAFTING

3 Million Spindles Today

Saco-Lowell Roth Better Drafting Is the Only Answer to Better Yarns at Lower Cost.

SACO-LOWELL SHOPS

Boston, Mass.

Please send me catalog on Saco-Lowell Roth Better Drafting.

Name _____

Company _____

Address _____



SACO-LOWELL SHOPS

The Fifth Fiber

• • • RAYON NOW TAKES FIRST PLACE IN MANY FASHION PROMOTIONS AND RANKS A GOOD THIRD IN TOTAL VOLUME

Because rayon is so versatile, many of the highest style fabrics as well as staples are constructed of rayon . . . the fifth fiber. There is no one price range into which rayon fabrics fall . . . the price depends, as in the case of any fabric, upon the construction, design and finish of the cloth. That is why you find rayon in the popular ranges—where it gives excellent value for the price and in the higher brackets—where the construction of the cloth, the beauty of finish and the intricacy of the design make fabrics of exceptional beauty. • Illustrated are dresses in three quality fabrics woven with Enka rayon which exemplify what fine mills can achieve in rayon. These same luxurious, high style fabrics are also available by-the-yard at fine piece goods counters.

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Dress by DAVID CRYSTAL
in Dashenka by Stehli Silk Mills
Retailing at \$39.50

Dress by CHAS. ARMOUR
in Crepe Swov by Jacobson-Son, Inc.
Retailing at \$35.00

Dress by JOS. HALPERT
in Wanenka by Wahnetah Silk Mills
Retailing at \$29.50

Relation of Wage Scales To Selling Prices

(Continued from Page 20)

stand indicted before the world for a type of incompetence that will deserve its fate." President Gossett went on to say: "Gentlemen, the handwriting is on the wall. The hour has struck. Therefore, in the existing crisis, the textile industry more than ever before faces the positive need of sustained co-operation. Our problems, although great and numerous, can be solved if we once resolve upon a determined, courageous and intelligent attack."

It cannot be said that the unhappy condition referred to was due to an inadequate manufacturing technique, for the decade under consideration was part of that twenty-five-year period which witnessed a tremendous advance in machine equipment and labor utility as evidenced by a recent study indicating a 50% increase in productivity per employee hour in the print cloth manufacture; and a 90% increase in the manufacture of lawns. It is apparent that economies in textile manufacture, brought about by improved machinery and more effective utilization of labor, have been passed on in large measure to the consuming public. This is substantiated by the recent reports of the Federal Trade Commission showing that in 1933, 1934, and the first half of 1935, a large portion of the Cotton Textile Industry operated at unsatisfactory returns, and, in many cases, at actual operating losses in spite of an enormous volume of business.

A candid analysis of the situation which is familiar to all discloses that the disproportionate decline in mill margins was due to two factors—namely, the ever-present potential capacity and inclination of the industry to produce goods in excess to current demand, and, secondly, the ever-present opportunity for individual producers to manipulate their wage scales, enabling them in fact or in hope, to undersell the market. These two factors nullified the opportunity of the Southern Textile Industry to reap the rewards which should have come from gaining ascendancy in the cotton textile field. It must be said that these two factors remain with us and cry aloud for rational handling.

We are discussing the social value of the Textile Industry to the South. It is clear that any industry to be of social value must not only be solvent but be conducted in such a way that its continued solvency is reasonably secure. Solvency is maintained with difficulty in the face of over-production of goods, dominated in price by great speculative factors. One such factor is provided by wage schedules subject to the caprice of the individual manufacturer.

With this in mind, may I draw your attention to the influence of textile wages on the price structure of the Cotton Textile Industry and its problem of excess capacity? Textile wages, of course, have their roots in farm income. The historical relationship between these two is easily traced. Dr. Clarence Heer, in his study of "Income and Wages in the South," published in 1930, and covering the period up to 1927, sets forth an agricultural gross income per adult male worker of approximately 50% of the income derived by a similar group from the rest of the country. He cites the census average wage of

factory workers as amounting to about 60% of wages paid in the rest of the country. This is attributed to a combination of a lower basic wage—and a concentration of industrial employment in low yield industries, such as textiles and lumbering. As might be expected, quite a variance in these percentages is noted in the cases of unskilled, skilled and highly skilled classifications; varying from around 50%, in the case of common labor, up to 90% in highly skilled workers. This disparity in wages was not confined to agricultural and factory workers in the South. Public school teachers, for instance, received approximately 68% of the remuneration received elsewhere, and clerical workers, clergymen and college professors serve the South for a less return than prevails elsewhere. According to Dr. Heer's study, and I now quote: "So great a disparity in money income must necessarily carry with it a significant difference in real income in a country as closely integrated economically, as is the United States, in which a large proportion of the necessities and satisfactions of life are supplied by organizations which operate on a national scale." The disparity referred to is reflected in the facts that today the Southern States, with approximately 25% of the population of the United States, own 6% of the savings deposits and 14% of life insurance coverage, and have to pay for an adverse balance of trade, estimated at \$1,000,000,000 per year.

In textile manufacturing, labor costs, as you all are aware, amount to from 20% to 40% of the total cost of manufacturing, depending, of course, upon the type of goods being manufactured. Exclusive of raw materials, this is the largest item of cost. Wages affect the price structure of the industry in two ways. First, if the way is opened for progressive reductions in wages, confidence in prices for forward business is undermined; and, second, the fact of low wages, causing cotton textile workers as a whole to live closely to their weekly income, encourages continuous production, to provide continuous employment, regardless of the market demands for the production. It can be seen that these two factors, operating in an industry where the available capacity for production far exceeds the current off-take, are significant influences in the price structure, particularly in view of the fact that there are so many producing units having insufficient financial resources to permit their withholding from the market over-produced merchandise. The scarcity of capital and available management which formerly moderated the expansion of the Textile Industry no longer obtains. Both can be secured readily. There exists, also, a large supply of labor, most of it now engaged in share crop farming, if engaged at all; most of it unskilled in industrial operation but possessing the aptitude for reasonably quick and satisfactory training. Employment in textile mills offers a haven from the vagaries of erratic farm cash income. Consequently, people subject to these vagaries seek the opportunity of industrial employment. Their number offers a two-fold hazard to the stability of the industry. In the first place, such a labor supply makes possible a degree of operation of productive machinery wholly uncalled for by market demands. In the second place, their desire for cash income jeopardizes the income of those already at work. To permit the wages at which they welcome work to govern the entire wage

(Continued on Page 40)

Put Your PROBLEM in the LAUREL LIGHT

Which process is bothering you?

SILK—

Soaking
Degumming
Finishing

COTTON—

Bleaching
Dyeing
Finishing

WOOL—

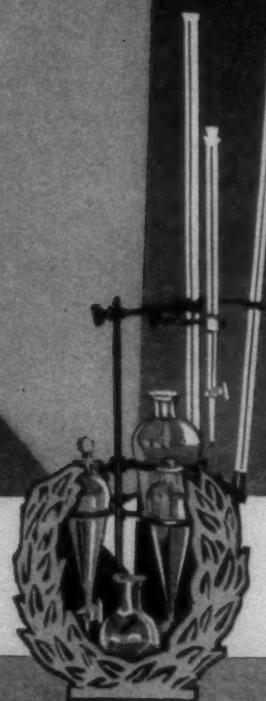
Lubricating
Scouring
Fulling

RAYON—

Soaking
Dyeing
Finishing

Are you struggling with a processing job . . . are you searching for a formula that is effective, safe and profitable? . . . Then, let our Technicians throw the light of Laurel experience on it.

For over a quarter of a century we've been finding the right answers in our Laboratory . . . we have developed a product for every processing need. And, we'll gladly help you.



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Report of the Traffic Committee

By Carl R. Cunningham, Traffic Manager

THE economic and social welfare of the Southern states is vitally affected by the extent to which there may be a complete and normal development of all of the resources in this section. Cotton is the principal product of the South and it is very important to the normal and proper development of the southern states that the industries engage in the processing and manufacture of cotton be maintained within this section of the country.

TEXTILE INDUSTRY LARGEST

The cotton manufacturing industry with its 1096 units, is now the largest industry in the South, producing \$780,000,000 worth of goods annually and employing 275,000 citizens at a total annual wage of approximately \$200,000,000 petroleum refining running a poor second with a production valuation of \$463,000,000 and tobacco third, with a valuation of approximately \$400,000,000. This employment is of value to all of the people in this section, since the location of industries, whereby a substantial portion of those living in this territory are employed in manufacturing, is beneficial in preventing further depression in the value of farm products that would result if they were required to be engaged in agriculture in which there is already an over production.

The payrolls of the Southern textile industry far exceeds that of any other industry in this section. In the operation of these plants more than four million bales of cotton are purchased each year from the farmers, approximately four million tons of bituminous coal are purchased from the mining industry for use as fuel in operating the plants, various machinery, equipment and supplies of every description are used in the maintenance and operation of these factories, on all of which there accrues to the railroads or other transportation agencies revenue for the movement of such products to these textile mills. After the goods are produced, the manufactured articles are subject to the payment of additional revenue to cover the transportation to the consuming markets. Consequently, the prosperity, continued operation and expansion of these manufacturing industries is of vital interest to the South, including its citizens engaged in the farming or mining industry benefitting from the sale of products to these factories, labor employed in the factories to convert the goods into finished products and the railroads and motor carriers receiving the revenue for the transportation of the inbound materials and the outbound manufactured products.

RAILROADS NEED BUSINESS

The railroads and other transportation agencies in the Southern territory are in need of traffic, especially high-grade traffic, such as manufactured products, on which the transportation charge is relatively higher than that received for the transportation of raw materials,

such as forest products, mining or agricultural products. In order to afford efficient and reliable transportation service for the movement of all products of the South and to facilitate the flow of commerce generally, it is very vital to the interest of the southern rail carriers that there be in these states a full development of industries engaged in the manufacture of these products. The annual production of woven cotton cloth in the Southern mills is approximately one billion, seven hundred and fifty million pounds, for all of which transportation service is required and revenue paid thereon to the transportation agencies. The value of such industries to the transportation companies is further increased by the revenue from the annual movement of two million tons of bituminous coal from the mines to the textile mills, an annual movement to these mills of more than four million bales of cotton, in addition to various other commodities used in the operation of the plants and in the converting of the raw materials into finished products, as previously stated.

In this situation, where there is a common interest of the transportation agencies and the industries engaged in the manufacture of textile products in the South, it is very necessary that consideration be given to the obvious fact that in order for the textile industry to continue to operate in the southern states and benefit the economic welfare of this section, there must be available means of distributing the products of this industry to the most important consuming markets at a transportation cost on a reasonable level, properly related to the cost of transporting these products from competing mills located in the densely populated eastern section of the country.

TRANSPORTATION AND MARKETS

The transportation problem of the Southern industry is made more difficult by the location of its principal competitors in the Eastern and New England states much nearer to the large consuming markets in that section and much closer to the ports with low transportation rates available via steamer lines. In order to distribute the product of the Southern mills to the most important markets in the East, it is necessary to overcome or modify the disadvantage resulting from the long distances from the mills to the markets, by maintaining the fastest possible transportation service at the lowest possible transportation cost and such relationship of rates that will reflect the lowest possible differential over the rates applies for competitive movements, from the shorter distant eastern mills to the most important consuming markets in that territory.

If the transportation cost from the South to the chief consuming markets is relatively higher than from the North, the Southern shippers can forward raw materials, and manufactured goods, to these large consuming markets in the Northern section of the country only by ab-

(Continued on Page 30h)

Sewing Machines

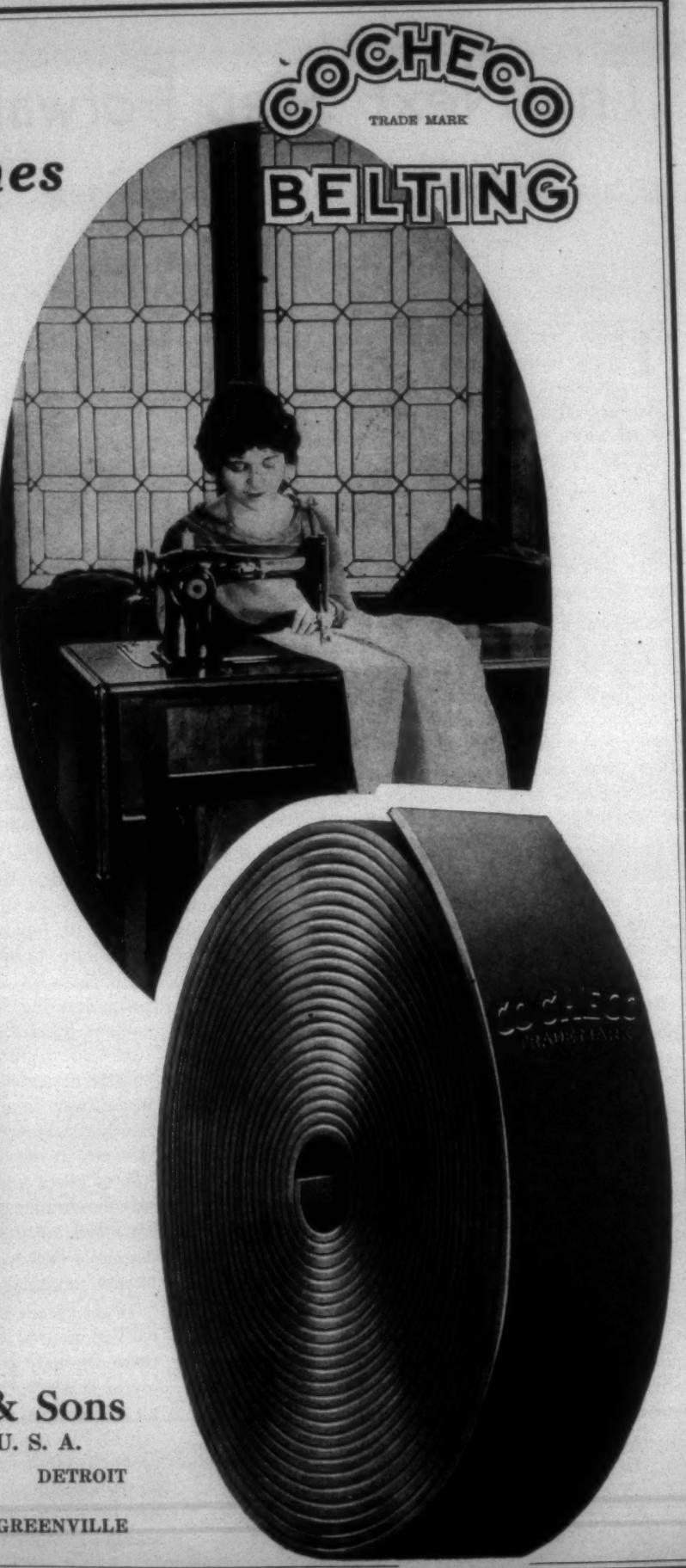
Not only helped to emancipate women but have taken the drudgery out of work in a score of varying lines and developed hundreds of new occupations.

The manufacture of sewing machines is one of the great present-day industries — machines for the home, for the factory, machines for special needs — from the electrically equipped sewing machine that carries a double-O needle and No. 150 thread, to machines that stitch with wire and "bite off the end."

Thousands of men are employed in making sewing machines, and thousands of belts help to drive the machinery they use.

Cocheco Belts, long specified for the well-equipped plant, do their share in this field of industry. A Cocheco Belt is long-lived; adapted for severe conditions; made exactly for the work required; has all the qualities that make a leather belt the foundation of successful operation and has been marketed for over eighty-five years.

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GREENVILLE

The Next Step Forward*

By Dr. C. T. Murchison, President

The Cotton-Textile Institute



TO the textile industry more than to any other, aside from agriculture, the South owes its economic greatness, and even its agriculture could never have reached a full fruition without the balance with industry which the coming of textile manufacturing made possible. The history of textile development in the South is a history of pioneer effort displayed by its own native individuals and communities.

Our textile annals are replete with the stories of mills whose origin and distinguished success are associated with the lives of particular men. These men usually did not, in the beginning, have ample capital resources, or technical knowledge, or the support of great banking institutions, or familiarity with the fantastic influences which are always at play in the marketing and consumption of textile fabrics. But they did have the unbounded courage and the stubborn obstinacy to overcome all of these deficiencies and not only to lay successfully the foundation of a great industry but to enjoy the rich compensations which were soon to come.

In other cases the upspringing of the mills was due to community effort; the store keeper, the preacher, the school teacher, the doctor, the lawyer and the farmer uniting their efforts to establish a plant which would provide for the community a payroll and provide the nucleus for trade and the center of a growing population.

Everywhere these efforts, whether of individuals or of groups, were welcomed with eager enthusiasm. They raised tangibly and conspicuously the level of social and economic well being, put money into circulation and quickened the arteries of trade and transportation, created sure and more abundant livelihoods for thousands of landless workers of the soil drawn alike from the mountain sides of the Blue Ridge and from the isolated farms of the coastal plain. They provide for these people not only more adequate food and shelter but a community life hitherto unknown to them. Many of the communities so set up were destined to be, in the years to come, flourishing towns and cities. The textile industry in this way served as the major influence in bringing to the South a widely distributed urban culture as a supplement to the unrelieved and monotonous agricultural civilization of what we might call the post-reconstruction period.

In this inviting and eager environment the industry, from the beginning of the present century, experienced a growth of truly astonishing rapidity. The first twenty-five years of the century was one of rapidly increasing

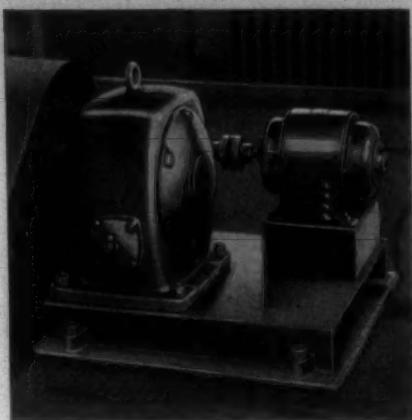
population for the country as a whole; it was also a period in which the average individual incomes throughout the Nation were steadily expanding. Industrial uses for cotton goods began making their appearance on a wide scale. The yardage consumption, therefore, both in the aggregate and on a per capita basis, showed unbroken gains from year to year. Our only foreign competitor of importance was Great Britain. Textile manufacturing was still unknown or relatively undeveloped in Japan, China, India, Germany and South America. Thus, in addition to our rich domestic market, we could and did take advantage of the boundless market opportunities abroad. Under such conditions the main problems of the mill executive were almost wholly confined to his production operations. So long as the markets of this country and of the world were beckoning for the products of the mills, distribution and merchandising, as well as prices, almost automatically took care of themselves.

But with the end of this first quarter of the century a violent transition began to occur in the fortunes of the industry. The continued growth of mill equipment in the United States had finally achieved a production capacity in excess of domestic requirements. The textile industry of Japan was rapidly assuming gigantic proportions and began aggressively seeking foreign outlets. Although to a less degree, similar promotions of textile manufacturing were occurring in many other countries such as India, China, and certain of the nations of Latin America. Competing fabrics, rayon, for example, and substitute materials such as paper and leather became increasingly important. Although total spindleage in the South continued to increase for another five years, this was not in response to market requirements but to the lure of lower cost areas and was, moreover, offset by the spindle shrinkage in New England. The period of total expansion of the American cotton textile industry was definitely over and the cloth markets became chronically buyers' markets.

In the decade which has elapsed since 1925 the industry has experienced only three profitable years and, of these three, the only one which was truly profitable was 1927, a year in which the price of cotton was continually on the up grade, rising from approximately 13c a pound in January to 24c a pound toward the end of the year. The profits of that year, therefore, were to a large extent purely accidental. This dark decade had been characterized by a loss to the industry of practically nine million spindles and of hundreds of millions of investment. Large

*Address before Annual Convention American Cotton Manufacturers Association at Pinehurst.

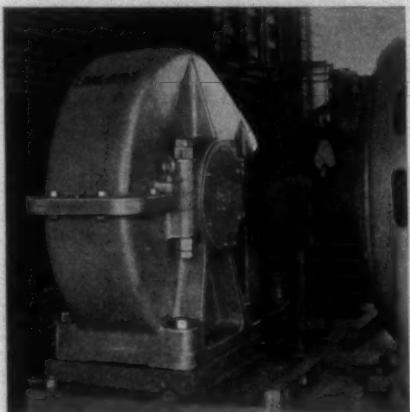
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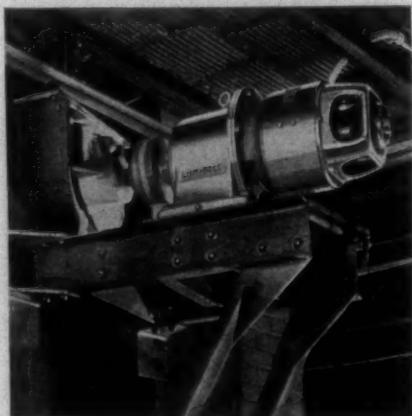
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ROLLER DRIVE

The Next Step Forward

(Continued from Page 28)

and prosperous communities which had thrived upon their textile activities had been disrupted and largely impoverished. Mill managements have found the traditional formula of success to be futile and even in those cases where bankruptcies have been avoided and production operations continued with but slight interruption, there is no longer a feeling of security. Economically, politically and socially the outlook is one of fear and misgiving. The atmosphere is filled with spectres and hideous ogres, real or fanciful, casting their grimaces upon the industry from all quarters, but everyone whose understanding is unbiased and complete has faith that the industry in thus carrying its cross to Golgotha will also have its resurrection.

Beneath the surface the evidences are manifold. Those who compose the industry no longer think of themselves as unrelated individuals. They become industry-minded. This collective mind of the industry is come to be a highly sensitized plate receptive to the demands of a new industrial order. The demands of this industrial order cannot be met by the individual alone. They require group action. And unified group action is impossible without a common acceptance and application of standards of industrial behavior which the industry as a whole knows to be correct. That the industry is well aware of such standards and thoroughly alive to the necessity of their observation was proved conclusively by the enthusiastic inauguration of N. R. A. Code No. 1. The truth of this statement is in no way qualified by the feeling of relief which the industry had upon giving up the Code two years later. The hostility which it had engendered was not due to any impatience with the fundamental principles involved, but due to the rapidly expanding scope of Governmental regulation of the industry's technical and administrative activities. Immediately upon the dissolution of the former Code, the industry, through its responsible representatives, pledged itself to continued observance of the fundamental principles which it had adopted in June, 1933. The record subsequent to May 27, 1935, whether that record be taken from Government sources or from the industry itself, proves that this pledge was no meaningless lip service.

INDUSTRY AND SELF-GOVERNMENT

Handicapped by consumption volume which still remained far below normal and by the burden of the processing tax, the uncertain fate of which occasioned great fear and confusion in the cloth markets, the industry was unable to recover in the second half of 1935 the losses sustained in the first half despite its remarkable success in maintaining orderly production and generally satisfactory labor conditions. Relief from the processing tax burden finally came on January 6 and, despite the immediate threat of new and adverse tax legislation along with the threatened re-imposition of Federal regulation through the salamander-like Ellenbogen Bill, the industry immediately stepped up to levels of productive activity

not experienced since 1929 and, through the faithful devotion of 95% of its membership to wage and hour fundamentals, was able to effect a perceptible improvement in the condition of the market.

The industry's success at self-government since the abolition of the Code has, therefore, been most gratifying, but the testing period was one of adversity. Here a practical question still remains whether the ranks of those who are unqualifiedly devoted to maintenance of group standards will begin to be broken here and there by the siren temptations of a returning prosperity. If such should prove to be the case the return of prosperity would be only fragmentary and fleeting and from the aftermath which would follow that experience, the industry would not emerge free and unmanacled.

To be sure, the psychology of the industry, which was evolved during the depression, gives us a foundation of confidence. Its reality and tremendous power cannot be over-magnified. Nevertheless, it is still adolescent. Will this adolescence of a common faith and universal practice give way to the old enemies which still remain?

The most dangerous of these enemies is the condition of over-capacity which still exists because of the industry's almost complete adjustment to double-shift operations and the ever present temptation to resort to the graveyard shift. There is also the natural enemy of great numbers. Of the thousand or more independent mill managements which are spread over the vast area lying from Maine to Texas, there are, of course, many who operate in isolated communities and who contact, therefore, with the main stream of thought which pervades the industry is less frequent and less effective than it would otherwise be. It is also true that in so great a number of individuals, whatever be their walk in life, there are always a few who, by their very nature, find happiness only in a course of opposition.

INDUSTRY IS A COMMUNITY

In our thinking we must proceed on the established premise that the industry is a community. Although it is widespread and many of its units isolated, the process of completion makes the industry compact. Everyone must sell in a central market or at least be subject to the dictates of the central market, and the effect of this is to destroy the element of distance. The fact that two mills may be a thousand miles apart does not mean that the influence of the one upon the other is any less than if they were one mile apart. This type of industrial community possessing such compactness as regards mutuality of interests is only the latest addition to a series of communities with which we have been long familiar. There is, for example, the neighborhood community with its unity based on personal contact and centering upon the local church, school and market place. Beyond and above this are the broader communities of County, State and Nation. Each one is cemented into cohesiveness by its traditions, its customs, its institutions, and the broad general purpose for which it was brought into existence.

In each and all of these communities there is a fairly definite limit of tolerance for individual deviations and in each of them the forces making for conformity are

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Personal News

C. J. Ashmore has resigned as superintendent of the Rushton Cotton Mills, Griffin, Ga.

V. P. Thompson, from Manchester, Ga., has accepted the position of superintendent of the Rushton Mills, Griffin, Ga.

Thomas H. Hildreth, who for the past 15 years has been with the Bibb Manufacturing Company, Columbus, Ga., has accepted a position in the weave room of the Cannon Mills, Kannapolis, N. C.

Arthur H. Dick, for six years assistant to R. C. Dick, treasurer and general manager of Louisville Textiles, Inc., Louisville, Ky., has been elected president and treasurer by the board.

Friends of J. H. Zahn, of Charlotte, Southern representative of H. W. Butterworth & Sons Co., will learn with much regret of the death of his mother, Mrs. C. J. Zahn, of Philadelphia. Mrs. Zahn was on a visit to Mr. Zahn in Charlotte and died here last Sunday after a brief illness.

Falls Thomason, of Charlotte, sales representative for the New York & New Jersey Lubricant Co., recently lectured on textile mill lubrication to the textile students at N. C. State College, Clemson College, Georgia Tech and Auburn. He presented a great deal of valuable information on the importance of proper lubrication of textile machinery.

J. O. (Zero) Lindsay, mechanical engineer at the Pacific Mills, Lyman, S. C., shot a hole-in-one while playing at the Shoresbrook Golf Club last week. Not satisfied with that, he went on to break the course record. His hole in one came at the 195-yard 10th hole. He used a No. 3 iron. Previously he had a hole-in-one at the No. 2 hole, which is 215 yards.

Tennessee Division S. T. A. To Meet

Plans have been completed for the meeting of the newly organized Tennessee Division of the Southern Textile Association, to be held at the Y. M. C. A. Building, in Knoxville, on May 16th, at 10 a. m.

B. W. Bingham, chairman of the group, will preside, and will lead the discussion. A number of interesting questions have been prepared on carding, spinning and

weaving. The questions were published recently in these columns.

A large crowd attended the organization meeting held some weeks ago and the interest shown is expected to result in an even larger attendance on May 16th.

Schedule of Textile Meetings

Master Mechanics' Division, Southern Textile Association, White Oak Mills Y. M. C. A., Greensboro, N. C., May 8th.

Tennessee Division, Southern Textile Association, Knoxville, Tenn., May 16th.

Cotton Manufacturers' Association of Georgia, annual convention, General Oglethorpe Hotel, Savannah, Ga., May 21st-22nd.

South Carolina Cotton Manufacturers' Association, annual convention, May 22nd-23rd, High Hampton, N. C.

Southern Textile Association, annual convention, Blowing Rock, N. C., June 19th and 20th.

Cotton Always With Us

YOU can't escape cotton. Your first garments are made of it. So is your shroud. The Cotton Textile Institute's "new-uses-of-cotton expert," Mr. Charles K. Everett, announced recently, that during the current year more and more cotton will be used in production of garments for men and women, for construction of homes, for construction of railroads, to bag fruits and vegetables for shipment and for many other purposes.

Mr. Everett was particularly interested in cotton as a fashionable dress material. Summer fashions, he said, will encase the newest debutant with a cotton evening gown, cotton hat, cotton gloves, cotton wrap, cotton shoes and cotton underwear. The cotton evening gown, he added, is increasing in popularity because of an agreement among fashion authorities that it is acceptable now in the best circles. Cotton underwear, he said, has been made possible through use of fine texture cotton material rivalling the ineffable daintiness of sheerest cloths of other basic materials.

New uses of cotton are to be stressed during National Cotton Week, June 1 to June 6. There are more than a thousand uses for cotton, it is pointed out. We wear cotton, sleep between cotton sheets, under cotton blankets and on cotton pillow cases. We use cotton towels and cotton wash cloths in the bathroom. We use cotton drapes and cotton window shades in the living room, cotton rugs on the floor and cotton upholstered furniture.

Cotton clothes for men, others urge, are superior for summer wear because of their ability to absorb moisture and in certain weaves their stiffness which insures a neatly pressed appearance. Surely Atlantans will agree that cotton suits are desirable for hot summer days both because of their coolness and their quality of absorbing innumerable launderings and returning to the wearer both immaculate and stylish.

All of these things encourage us to believe that an increased consumption of cotton is in the offing. An increased consumption of cotton means more prosperity for Georgia, a higher price for our staple. Let it come—when harvest time comes we shall be ready for it.

—Atlanta Journal.

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QUALITY SERVICE

Cotton Manufacturers Meet at Pinehurst

Comer is New President

WITH more than 600 members and guests present, the annual convention of the American Cotton Manufacturers' Association at Pinehurst on May 1st and 2nd was one of the most successful in the history of the organization.

New officers elected by the Association include Donald Comer, head of the Avondale Mills, president; R. E. Henry, president of Dunean Mills, first vice-president; J. H. Cheatham, president of Georgia-Kincaid Mills, second vice-president. Each of these officers has been active in Association work for some years and are among the foremost mill men in the South.

The opening session on Friday morning revolved about the central theme, "The Social and Economic Value of the Cotton Textile Industry to the South." President Thomas H. Webb, in a masterly address, showed what the industry has contributed to the social and economic welfare of this section. Secretary McLaurine, reporting on the work of the Association during the year, gave a very comprehensive review of the work that the organization has carried out.

C. K. Everett, manager of the New Uses Section, Cotton Textile Institute, showed the Institute has made tremendous progress in promoting new uses for cotton and that the sustained program of promotion is now bringing very material results.

Dr. Claudius Murchison, president of the Institute, delivered a very strong address in which he urged that the textile industry undertake the handling of its problems through a strong program of group action, even at the risk of an anti-trust battle. Dr. Murchison called voluntary regulation of the industry's affairs the only alternative to further regulation by Washington bureaucrats.

In the concluding address of the session Prof. E. W.



Left—Donald Comer, newly elected president of the American Cotton Manufacturers' Association, with R. E. Henry, first vice-president.

Kemmerer, of Princeton University, discussed the enormous deficit of the Federal Government from the standpoint of "Who Will Pay the Bill?" His remarks created a profound impression upon the gathering.

The annual banquet, with President Webb as toastmaster, proved a most enjoyable affair. The feature address was by Charles M. Newcomb, of Cleveland.

FRIDAY AFTERNOON SESSION

The Friday afternoon session was devoted to a round table discussion, "The Common Problems of Agriculture and Industry." Donald Comer presided. Speakers were J. W. Harrelson, administrative dean, N. C. State College; Robert R. West, president Riverside and Dan River Mills, and David Coker, of Hartsville, S. C. The interdependence of agriculture and industry was stressed by the speakers, who also urged the textile industry to lend every possible aid in furthering agricultural prosperity in the South.

Most of the addresses at the convention are published elsewhere in this issue. The others will be published next week, so that all could be published in full.

BUSINESS SESSION

The business session on Saturday morning heard reports of the various standing committees. New officers were elected and a number of important resolutions adopted. The resolutions appear on another page in this issue.



Left—J. H. Cheatham, Griffin, Ga., second vice-president of the American Cotton Manufacturers' Association. Right—K. P. Lewis, member of the Board of Government.



Left—Harvey W. Moore, Board Member and Chairman of the Publicity Committee, with J. W. Harrelson, one of the convention speakers.

TEXTILE BULLETIN

Member of
Audit Bureau of Circulations and Associated Business Papers, Inc.

Published Every Thursday By

CLARK PUBLISHING COMPANY

Offices: 118 West Fourth Street, Charlotte, N. C.

Eastern Office: 434 New Industrial Trust Bldg., Providence, R. I.

DAVID CLARK	<i>Managing Editor</i>
D. H. HILL, JR.	<i>Associate Editor</i>
JUNIUS M. SMITH	<i>Business Manager</i>

SUBSCRIPTION

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Contributions on subjects pertaining to cotton, its manufacture and distribution, are requested. Contributed articles do not necessarily reflect the opinion of the publishers. Items pertaining to new mills, extensions, etc., are solicited.

The Pinehurst Convention

In all the 40 years of its service to the industry it is doubtful if the American Cotton Manufacturers' Association ever held a more largely attended or more interesting convention than the one at Pinehurst last week.

An overflow crowd was present and the program in every way lived up to expectations. The subjects discussed at the several sessions were timely and important and were handled in fine fashion by the several speakers.

The address of Thomas H. Webb, the retiring president, was one of the convention highlights. In developing his subject, the "Value of the Cotton-Textile Industry to the South," he presented a wealth of information that should go a long way in refuting critics of the industry who can see no good in its existence.

A great deal of interest was shown in the address of Dr. Murchison, president of the Cotton-Textile Institute. For some time he has contended that the industry should move out from a defensive attitude and assume a more aggressive position in building a greater measure of security for itself, its suppliers of raw materials and its customers. His talk last week reflected this viewpoint and is sure to have a marked effect in shaping future policies of the industry.

Dr. Kemmerer, nationally known economist, did not mince words in discussing the enormous deficit that has been resulting from the spending policy of the Federal Government. He was heard with very close attention.

The extent to which the promotional activities of the Cotton-Textile Institute has resulted in larger uses for cotton products was clearly shown

in the talk made by Mr. Everett, of that organization. This program has been far more successful than has been generally realized and the sustained effort in this direction is steadily bearing fruit.

The interest of the Association in the inter-related problems of the cotton growers and the cotton manufacturers has been growing steadily in recent years. This was clearly reflected in the Friday afternoon session at which several speakers presented a number of highly constructive suggestions to show that industrial and agricultural prosperity must go hand-in-hand and that their common good can best be served by a mutual effort to safeguard the interests of both. Mr. Comer, Mr. West, Col. Harrelson and Mr. Coker took part in this discussion and each made a fine contribution to the program.

President Webb served the Association as president during a year that was very trying in many respects and his leadership was a material factor in the broadened activities that characterized the Association's work during the past year. Secretary McLaurine presented a detailed report of the work done in the year just closed and was highly commended for the excellent manner in which he has continued to handle his duties. Incidentally, the success of the convention again draws attention to the fact that its secretary is particularly blessed with the ability to handle all convention details smoothly and efficiently from the opening to the closing session.

Election of Donald Comer as president again brings to that position the type of leadership that is particularly needed under present conditions and brings assurance that the organization is again in most capable hands for the coming year.

The addresses at the convention are worthy of the careful consideration and close study of all who are connected with the industry and we hope that they will be read with the attention that they deserve.

Preparedness

In talking the other night, with one of the younger mill superintendents, who incidentally is a very competent man, he made a point that is worth passing along to other superintendents and managers.

As long as the Government continues to experiment with various kinds of legislation that would affect mill operations, he brought out, there is always a chance that it may enact a measure to "freeze" the work load. In that event, he stated, the mill that knows exactly how much work all its employees are doing will be in

a far better position than the mill that does not have definite figures on this score.

In his mill, this superintendent is making a complete check that goes a good deal beyond the number of looms handled by each weaver or the number of sides tended by spinners. He is getting actual figures to show, for instance, just how many pounds of cotton per day is being handled by workers in opening rooms and other similar data.

This is a matter of being prepared for an eventuality that may never come, but we have an idea that aside from the preparedness angle, this superintendent is getting a great deal of worthwhile information.

Again the Child Labor Slander

(Columbia State)

The Federation of Women's Clubs of South Carolina deplores the publication in *Collier's Weekly* of false statements regarding child labor in South Carolina, and J. Roy Jones, Commissioner of Agriculture, Commerce and Industries, has again presented figures from the records to prove that South Carolina was making fine progress toward the elimination of the evil of child labor before the NRA was heard of, and is continuing to advance after the NRA has passed out.

Commissioner Jones has "called upon the agencies responsible for publication of these inaccurate statements concerning South Carolina, to correct them in justice to the people of this State." But we fear their response will be either silence or quibbling. We question whether they wish to know the truth. Had they wished the truth it was within their easy reach. They did not seek it. Gross misrepresentation suits their purpose much better. What they are after is a bureau in Washington to run affairs of this nature in South Carolina.

Politics vs. Economics

(Gastonia Gazette)

The Washington politicians would have us believe that they have found, in this election year, a "painless" tax; that they are going to sock business and leave the rest of us alone.

That sounds awfully good. We all realize that a \$35,000,000,000 Federal debt must be paid sometime and, naturally, we are quite willing for the other fellow to pay it. But let's look into this thing a little.

Stiff taxes on a mill that makes overalls do not seem to bother anybody but the mill's manager.

Yet when the taxes are levied, the overall mill manager has three courses before him:

1. He can reduce the profits paid to stockholders;
2. He can cut the wages of workers in the mill;
3. He can pass the tax along to the man who buys the overalls.

People won't invest money in one plant that pays them only 2 per cent when they can get 4 or 5 some place else, so the first alternative is out.

Actually there is only one source of revenue—the consumer. Already, though he may not know it, the average individual is working two days a week to pay the costs of government. He cheers because he pays no income taxes. But his loaf of bread bears 53 taxes before he eats it.

The insidious thing is that voters make no real squawk about the frittering away of billions so long as they do not realize they are providing the money. And the money fritters are afraid, for the time being, to admit that everybody pays the bill.

Value of the Mills to Their Communities

VERY often we have seen the textile industry appraised in terms of its own worth. William P. Jacobs, secretary of the South Carolina Cotton Manufacturers' Association, recently made the following tabulations showing what the cotton mills in that State mean to the communities in which they are located. His figures make impressive reading and stress the fact that South Carolina is a far richer State by reason of its textile mills.

In South Carolina	Total	Average Per Mill
Number of mills	223	
Capital invested	\$196,421,039	\$880,812
Number of spindles	5,821,464	26,105
Number of looms	139,905	627
Number of bales of cotton consumed annually	1,059,842	4,753
Value of annual product	\$204,496,149	\$917,023
Number of employees	85,334	383
Total directly and indirectly dependent	213,350	957
Number of farmers whose cotton and other products are consumed		1,000

"These figures may come in handy," said Mr. Jacobs in a letter to South Carolina mill executives, "in telling the story of the value of our mills to our State, particularly if you will apply the same percentages to your own mills, or to the mills in your community."

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Mill News Items

HIGH POINT, N. C.—Construction has been started on a new hosiery plant preparatory to doubling the capacity of the Wrenn Hosiery Company, located just outside the Thomasville city limit.

SYLACAUGA, ALA.—The Avondale Mills plants, both here and Alexander City, are having The Textile Shop resurface and repair their slasher cylinders, four of which are to be recovered with new copper.

PELL CITY, ALA.—The Avondale Mills Company makes known that four of its plants—the Avondale at Birmingham, Sally B. No. 2 at Sylacauga, Pell City, and Sycamore—are on a reduced hour operating schedule.

Sycamore Mill was cut from 40 hours to 28 a week and the other three are reduced from 40 to 30 hours.

COLUMBUS, GA.—The contract for an addition to the plant of the Swift Manufacturing Company, to cost approximately \$40,000, was awarded to the A. K. Adams Company, of Atlanta, it was announced by Harry L. Williams, president. The addition will be three stories, of brick and concrete construction, and will house the machine shop and finishing department of the mill.

SPRINGFIELD, TENN.—Announcement was made this week by the trustee of the Springfield Woolen Mills, Inc., at Springfield, that he will pay immediately a third and final distribution of \$7 a share to both classes of preferred stockholders which amounts to approximately \$35,000, of which around \$14,000 of the amount will go to Chattanooga stockholders. The holders of \$300,000 in Class A preferred stock will have received \$117 a share, or \$17 a share more than the par value, with the final distribution, which now is ready. Class B stockholders, with 2,000 shares of \$100 par value stock, will have received \$47 a share.

GULFPORT, MISS.—Definite announcement is expected soon from new owners of the Walcott-Campbell Company, cotton spinning mill, sold recently to John Bright Lord, New York, on a bid of \$110,000. Unofficial reports are that the mill will be equipped for silk production. Lord's purchase was at a foreclosure sale held to satisfy a mortgage of \$306,780 originally held by Frederick C. Walcott, former United States Senator. Erected in 1930 after local citizens had subscribed \$175,000, the mill has been idle the greater part of the time. Its machinery was transferred from a cotton mill at Utica, N. Y. The mill has been variously appraised at \$500,000 to \$750,000.

GREENVILLE, S. C.—The Piedmont Manufacturing Company, at Piedmont, near Greenville, has been awarded a refund of \$108,172.53 in Federal taxes and interest for the fiscal years of 1917, 1918 and 1920, under terms of an order signed here by Federal Judge J. Lyles Glenn, of Chester, S. C.

The final decree at law awarded the textile manufacturing firm \$63,544.57 in tax refunds and \$44,627.96 in interest at 6 per cent. The decree was filed in the office of the district clerk of court here. Judge Glenn signed the paper after an investigation by the Internal Revenue division. The sum represented the full amount sought by the corporation in its suit against the Government on the contention that the firm had been overassessed in the collection of taxes from it during the three years.

Mill News Items

GREENSBORO, N. C.—A new company, with a plant here, or near here, for the manufacture of woven goods in general and especially of overall elastic webbing, to be known as the Carolina Webbing Company, under a capital of \$250,000, has applied for a charter from the Secretary of State.

The incorporators are John K. Voehringer, Jr., president of the Mock-Judson-Voehringer, Inc., of this city, one of the largest manufacturers of full-fashioned hosiery in the United States, and Col. Frank P. Hobgood and Benjamin T. Ward, of the law firm of Hobgood & Ward.

LUMBERTON, N. C.—Judge Clawson L. Williams, in Bladen Superior Court at Elizabethtown, N. C., has ordered resale of the plant of National Cotton Mills, of this city, on May 14th at the Court House door here.

The mill, including buildings and equipment, tenant houses and an uptown lot, were sold at Court House door here on April 8th by K. M. Biggs, as receiver, for a total of \$22,650.

N. B. Hill, of Roseboro, was high bidder on mill equipment, buildings, 138-acre tract of land on which the mill is situated, 67 tenant houses for \$21,500. This bid was raised by O. J. McConnell, Fayetteville commission merchant, who gave a check for \$1,130 for an upset bid. Judge Williams ruled that it is for the best interest of all creditors and stockholders that a resale be made. Others were ready to file an upset bid if Mr. McConnell had not.

The mill property was valued for taxation last year at \$147,000. It had been in receivership since May of last year.

Consolidated Textile Plants To Abandon Four Mills

Four of the Consolidated Textile Corporation's six mills would be dispensed with under a 77-B reorganization plan submitted for Federal Court in New York for approval.

The reorganized corporation would continue to operate its mills at Shelby, N. C., and Lynchburg, Va., and liquidate those at Lafayette and Pelham, Ga.; Henderson, Ky., and Burlington, N. C.

Federal Judge Henry W. Goddard set May 13th for a general hearing of creditors.

Isadore J. Kresel, counsel to the reorganization committee, said the plan called for the organization of a new corporation which would issue one share of Class A stock for each \$100 face value of \$2,750,000 bonds, plus \$1,200,000 defaulted interest on the bonds, and unsecured claims totaling \$102,000, now outstanding.

Stockholders of the present corporation would receive one share of new Class C stock for every 50 shares of old, thus trimming the number of outstanding shares from 2,000,000 to 40,000.

Kresel informed the court that the corporation had applied for loan of \$600,000 from the Reconstruction Finance Corporation and had received assurance the loan would be forthcoming if the new corporation could raise \$400,000 in its own working capital.

To obtain this, Kresel said, it was planned to operate only two mills instead of six. If the plan is approved, the heavily mortgaged mills at Lafayette, Ga., Pelham, Ga., Henderson, Ky., and Burlington, N. C., would be freed of debt, and the liquidation would be simplified.

No opposition was presented to the plan.



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July 14, 1932

Patent No. 1993531
March 5, 1935

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Kingsport,

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Report of Traffic Committee

(Continued from Page 26)

sorbing in their costs these differences in transportation charges.

This is distinctly unfair to Southern producers of raw materials and Southern manufacturers of finished products.

Southern producers and manufacturers should not be called upon to offset this disadvantage in transportation costs by reducing production costs in the South. Such a course would be detrimental to the economic welfare of the Southern states.

Such a course would adversely affect the earnings of Southern labor.

SOUTH IS PENALIZED

The general freight rate disparity which now penalizes the South, and which, if increased, will impose a further penalty on the South, cannot be overcome in any way except to force Southern producers of raw materials and Southern manufacturers of finished products to accept a less return on their capital and for their efforts than is enjoyed by those who are fortunate enough to be located in the Northern states.

In such circumstances, the volume of production and the relative traffic density in the South will naturally become still less than in the Northern states. If the railroads and the rate regulatory bodies adhere to the principles of applying higher rates where the total of all traffic is less, the use of such smaller traffic density as a reason for applying still higher rates in the South would continue the vicious circle until the rates become so high that no traffic could move and both southern industries and railroads would have to be abandoned.

Vacuum Removal of Lint and Dust

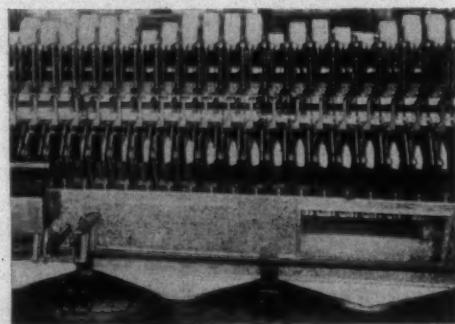
AN interesting and effective system for the removal of dust, lint and fly from textile machinery, especially on automatic spoolers, has recently been developed by The Textile Shop, Spartanburg, S. C., and is now being operated in a number of Southern mills.

The following description of the lint and dust collector for automatic spoolers is furnished by the manufacturers:

"The object of the invention is to provide a system of hoppers and baffles for enclosing portions of the machine, so as to localize the induced air drafts at the critical points of lint and dust generation, thus causing all waste matter to be drawn through the natural openings of the machine and into hopper systems provided for the concentration into suitable pipe lines. From here the dust laden air is carried through a pipe to a filter which is located in the same room from whence the air was withdrawn. Here the lint, dust and fly are separated from the air, and the air released to make the circuit again. The matter thus collected in the filter is periodically cleaned, the cleaning period being about every eight hours. By using the continuous vacuum principle, the air is never contaminated, with flying dust."

"The return of the air into the room preserves the humidity in the room air, as well as the room temperature, which would otherwise be lost if discharged into a dust room or outside of the room itself. Recirculating the air as mentioned is an important factor even when one considers just the additional heating which would be required to replace the heat loss in the average winter months. The average system with the average winter variation in temperature, would require as much as one to two pounds of coal per minute to reheat the air brought in from the outside, in case the air were not recirculated."

"It is a known fact that where direct air blast is produced and directed upon a machine for cleaning, with no provisions for collecting foreign materials, that this draft only serves to scatter the particles and contaminates the air in which it is being used. Furthermore, the matter thus blown from the machine ultimately settles upon the yarn, floor or machinery again. Thus any intermittent or continuous blowing system is constantly transferring this matter from one location to another, and is kept in this state until some collection is made thereof. Therefore, it



is evident that lint and dust handled by this process not only encourages contaminated air conditions, which in turn add to the hazards of mechanical operations throughout the mill, but adds to the discomforts of the operators themselves.

"In the entire system there is no moving or wearing parts except the rotation of the fan impeller itself; and so once installed, there is nothing which can wear out. The fans for this system are made extra heavy impellers, and the bearings are large and substantial. The propeller supports are the double bearing type, which adds to its rigidity."

"The system thus described is made for both spoolers and warpers, and can be applied to other equipment also; however, in most instances the application of any air system is subject to some variations for different locations. The fact that practically no two machines are situated in the same manner makes it necessary to design the pipe system for its particular location, because when the lengths of air flow is changed, the resistance in the system is changed also, and in order to make the system balance, one has to make the pipe of such sizes for their respective volumes of air, as to go into equilibrium when each pipe reaches its predetermined volume of air."

The Textile Shop arranged to demonstrate the machine in certain mills to anyone interested in it.

varied in character and degree. Social convention plays its part, considerations of practical expediency are also effective, but in each case the capstone of authority is in the law and in the courts. If we apply analogous reasoning to this community which is a manufacturing industry, it would seem as if the controlling and actuating influences which assure its unity and its objectives should be equally varied and comprehensive.

The fundamental principles of industrial practices which have been set up, such as machine hour limitations and the restriction of the individual's work week, the establishment of minimum wage levels, the elimination of child labor, have been consciously and deliberately arrived at from practical experience. They are forward steps which must first be taken in our thinking before they are taken in fact. Once begun their continuance is conditioned first by what we call custom or convention or ethics. The critically conscious element disappears and they are taken for granted because they are the things which are being done. But a sanction of this type cannot endure the vicissitudes of industrial life without additional support.

So we rely next upon the organized agencies of the industry, its state and regional Associations, its central Institute. These agencies, in varying degree and scope, derive their sense of direction and their driving power from the industry as a whole and transmit these to the individual units for the purpose of giving encouragement to those who conform and of applying restraint to those who dislike to conform. These agencies contribute still further to the common interests of the group as a whole by fighting its battles against adverse forces emanating from the outside, as, for example, unsound legislation. On the constructive side they do much to contribute to public understanding, to favorable legislation, to the development of broader markets and new technical methods and devices.

But let the efficiency of these agencies be as great as it may, the continuance of this industrial community as a unified entity will require something more. As is the case in all other communities, this additional and essential requirement is what may be called legal sanction. This is nothing more than saying that those practices of the industry which are of established economic soundness, which are essential to business stability and prosperity, which are indispensable to the security and compensation of employees, which are in conformity with the most advanced social thought, should, at least, be regarded as legal.

Often I have been disquieted by the thought that certain desirable economic reforms which could be achieved only by concentrated action of those engaged in certain activities cannot be realized because of the astonishing reason that they were opposed to the legalistic thinking of twenty-five or fifty years ago. Lately, for this same reason, I have been disquieted, not only in thought but in practice. If to the activities of American industry and all of its relationships could be applied the principle of soundly conceived legal sanctions, we could dismiss for all time the problem of Government regulation. We could proceed with faces forward, instead of backward, toward the creation of an economic system which would

contribute equally to the well being of all groups and make of the system something more than a stage on which is ever being played the drama of capital vs. labor vs. the consumer.

As yet the industry has made virtually no progress toward the attainment of the type of legal sanction to which I have referred. Our experience in the main has had to do with resistance to statutory regulation of the prohibitory type. Such regulation in business is of necessity arbitrary, inflexible to changing conditions and artificially sets up for all lines a cleavage which accentuates conflict and creates division where there should be unity. Laws which are formulated in behalf of agriculture as against industry, or for industry as against labor, or for labor as against management, or for seller as against buyer, or for consumer as against producer, are all laws which we in some future state of higher enlightenment will look back upon as stupid and medieval.

The industry which is functioning properly will find it to its own interest to protect its labor, its consumers, and the suppliers of its raw material. Obviously, therefore, a changing economic order requires a legal system which, based upon a minimum of legislation, achieves its application to specific industry practices through court interpretation whose controlling criteria should be the facts of the given situation and the principles of the public good.

SURVIVAL OF FITTEST IS OUTGROWN

If this theory be correct, then it is the solemn duty of this industry when a sound business procedure is at stake for supposedly legal reasons not to evade litigation but to invite it. If concerted action in the form of a definite agreement is essential to the maintenance of fair standards as regards the hours of employment and the number of labor shifts or any form of competitive practice, where the facts of the situation clearly point to the desirability of such standards in the public interest, the industry is remiss in its obligations to labor, to stockholders and to the public at large if it permits the thing we call doubtful legality to stand in the way of a vigorous and decisive establishment of those standards.

It is ironical enough that our legal timidity should cause us to be so passive in these constructive efforts. But it is even more ironical that our failure to accomplish them will almost to a certainty cause them to be forced upon us in a different way and from a different direction by a Federal regulating agency.

There has been much discussion as to the implications of the Sugar Institute case, to mention only one of the many Supreme Court cases having to do with industrial practice. But there is one feature of this decision which stands out prominently, and which also characterizes many other decisions of equal importance, and that is this: that in its interpretation of the law, when the situation is so broad as to affect the operations of an entire industry, the Court is governed by its finding of fact in relationship to the public interest.

This doctrine is heresy and I feel that I should pause to make profuse apology to our good lawyer friends but

(Continued on Page 34)

Testing Discussed at Eastern Carolina Meeting

(Continued from last week)

THE greater part of the report of the discussion at the meeting of the Eastern Carolina Division of the Southern Textile Association, in Raleigh on April 25th, was published last week. The remainder of the discussion, taking up with several questions regarding moisture content of yarns, is presented herewith.—Editor.

Can the moisture content be measured?

Mr. A.: If you take the bone-dry weight at the time you took the test it will give you the moisture content of the yarn. If you want to know it in terms of percentage of moisture content, it will be the original weight divided into the amount of moisture. In actual weight, moisture content and regain are the same thing. In percentages they are not the same thing, because one is based on the bone-dry weight and the other on the weight at the time of the test.

MOISTURE IN WARPS

Chairman: I think the amount of moisture we leave in our warps has a great deal to do with the weaving quality. I think many of us, perhaps, are inclined to get them too dry, because we are afraid of mildew, and thereby sacrifice weaving qualities. Does anyone have any tests to apply to tell whether the warps are too dry or not? Have you even a rough indication?

Mr. Harden: I only have a test of one period against another. I don't think I have a very accurate result on that. I know when we were drying our warps too much we found we did not have as good weaving as we did when we got our moisture content up. One period was better than the other.

Chairman: I think there is one method which probably all of us have used, which is a very rough method but is very useful. That is, when you go to the slasher and look at the cylinder as the yarn leaves it, if you do not see any moisture rising there, any vapor, that would indicate that you have already it to the extent that it will be too dry. I do not know that that would apply on all numbers, but with coarse yarn it is a very useful method.

Mr. McCombs: I was in a mill at one time where they had the most elaborate slashing instruments in the South. The man in the slasher room was not supposed even to use a valve all day long. After we put in individual cylinder control and size-level control and recording instruments on the slasher, I found the instrument on the wall was recording 218 degrees. We found on 18s warp yarn we could dry a warp with a heat of 146 degrees on the cylinder. On our 30s warp yarn, that went in print cloths, we found we could dry a warp with 136 degrees. We found by those instruments that actually gave us from 6½ to 6¾ per cent moisture in our yarn. We also found those instruments saved in steam on the cylinders from 18½ to 23½ per cent of steam. We also found that we could reduce one boiler out of a unit of three. The fireman did not know when these instruments were put on, and he asked on the third day what had happened.

We usually set our slashers without any controls at all, to run either four pounds or six pounds or eight pounds

or twelve pounds or fifteen pounds. That is radically wrong. The only way we can run a test on the slasher and hold it there is to have three instruments. One is a size-box instrument for the circulating system. (We made our size 3,000 gallons at a time, in a copper tank that was swung under the building. We did not run on Saturdays, but when we had 1,000 gallons left over we took five pounds of tallow and boiled it and opened the copper tank and poured it in. That made a skim on it, and it was perfectly sweet on Monday morning.) We had a control instrument on the cylinder and had a recording instrument on the wall to tell us whether that man had touched that thing. The man was not supposed to touch the size box.

I found that 208 degrees of heat in the size box gave me the best breaking strength I could get. Mr. Gordon Cobb, who is known as one of the best men in the textile industry in the country, ran a test on that, for the Arkwrights, and I believe you will find that the Arkwrights have established that 208 degrees is right.

CAUSES OF BAD RUNNING SPINNING

Chairman: We will go back now to the point in the questionnaire where we began to skip and take up this question: *"When your spinning is running badly, how do you determine the factors causing the trouble?"*

R. A. Hughes, Overseer Spinning, Winding and Warping, Erwin Cotton Mills Co. No. 5, Erwin: Well, I just get one of the best men I have and put him in there and tell him to find out why those ends come down. He has a form for recording them, and he puts down whether it is a bad roll or a bad spindle or what. He takes eight or ten sides, makes an ends down test.

Chairman: Is that more than one spinner, or not?

Mr. Hughes: One spinner. He takes one spinner and one doffer.

Chairman: And then you run for a certain length of time and analyze the causes for the ends coming down?

Mr. Hughes: Yes, sir.

ONE TYPE OF TEST

Edward G. Horner, Asst. Overseer Carding and Spinning, Oxford Cotton Mills, Oxford: We made a different sort of test. The way I made by test was that I ran a test two hours each day on eight sides. I had a long list of reasons for the ends coming down, and as the ends came down I would go there and mark that end with a piece of chalk and would determine to some degree, if I possibly could, why that end came down—whether it was a bad roll or lint or bad roving, whether it was in the ring or in the traveler. I had a total of 39 different reasons why ends should come down. I would mark that spindle with a piece of chalk of one color one day, and the next day when I ran my test I would make the marks with a different color of chalk. I ran four tests of two hours each. At the end I took the totals and put them on what might be called a summary sheet. When we got the results from that we knew how many ends came down from bad rolls, how many came down from spindles being cracked, etc. Then we got the percentages.

I think it was brought out at the last meeting by Mr.

Farris that it is necessary to get someone who is honest and impartial to make the test. In answer to his argument, I should like to say that unless you are making the test to find out what is the actual cause you had just as well not make it, because it is going to mislead you. After you make your test you want to find out just what caused you to make it. Perhaps the spinner was getting behind and you wanted to find out whether she was getting lazy and not attending to her job or whether there was some mechanical defect. You know, some spinners are good, and some are bad. Good spinners, after putting up an end two or three times, will leave that to be fixed by the fixer, whereas a poor spinner will just keep on putting up that end time after time, and that will result in her neglecting her other work. By making this test we were enabled to put our finger on the exact cause of the trouble, whether it was bad rollers, bad spindles, or whether, as in some cases, it was the fault of the spinner. When it was that, we could go to the spinner and show her in black and white where the trouble was.

Chairman: Then you used a combination of ends-down test and repeat test?

Mr. Horner: Yes, sir.

AN ENDS DOWN TEST

A. B. Liles, Overseer Spinning Room No. 1, Rosemary Mfg. Co., Roanoke Rapids: I made an ends-down test and have the results here.

(Mr. Liles then read the following data.)

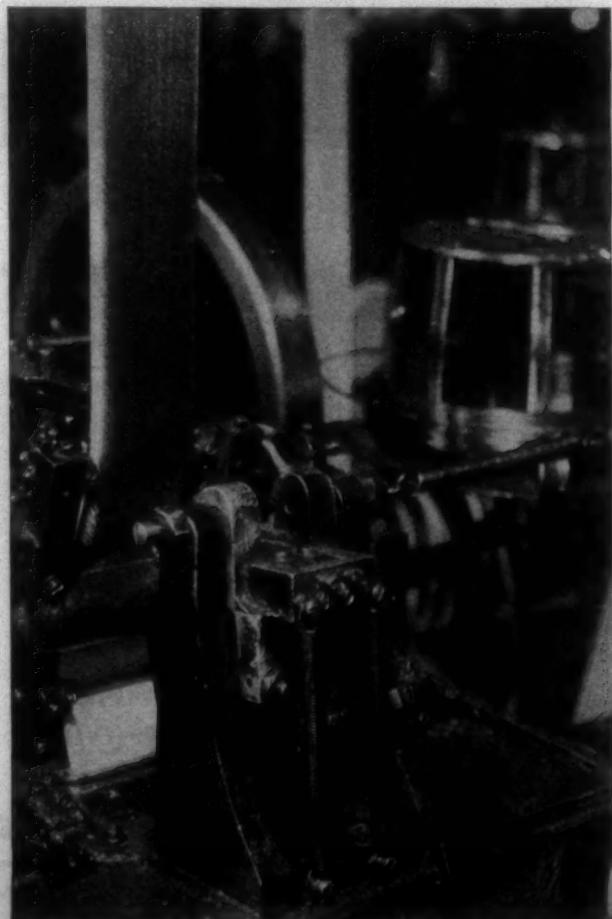
Date	4/24/36
Yarn No.	14½'s
Time run	4 hrs.
Spindles run	1040

(208 spindles per frame—5 frames)	
Hank roving	2.80
F. R. speed	146
Staple cotton	15/16
Type of drive	Band
Draft	11.30
Traveler	6 S. P.
Ring size	1½"
Spindle speed	8057
Type roll covering	Front roll is cork (B. R. and M. R. are leather)
Twist	Right hand
Width of frame	39"
Cyl. speed	1002
T. P. I.	17.11
Ratio of cyl. and spindle	7.6
White or col. yarn	Green

Causes for End Breakage Over 4-Hr. Period

Hard roving	1	.25
Ring holder up	2	.50
Spindle out of plumb	25	6.25
Roving slab	5	1.25
Single roving	2	.50
Flying lint	1	.25
Clearer waste	4	1.00
Bad roving	4	1.
Bad bobbin	1	.25
Roving out on side	2	.50
Bad traveler	4	1.
Slack band	1	.25
Separator blade bad	1	.25
Spindle wobbling	2	.50

(Continued on Page 36)



Unequalled SPEED WITH PRECISION

The same engineering ingenuity that has contributed so much to the efficiency of Ashworth Card Clothing has likewise contributed much to the efficiency of Ashworth factory equipment, thereby assuring uniform quality and prompt deliveries.

The machine illustrated herewith is of our own design and manufacture. It pricks the foundation, cuts, bends and inserts the wire and bends the wire again after insertion—all in one continuous operation. It operates at a speed that is unequalled in the card clothing industry on a practical production basis.

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The Next Step Forward

(Continued from Page 31)

I shall supplement that apology by remarking that the program which I advocate will not diminish but increase the importance of our legal counsel.

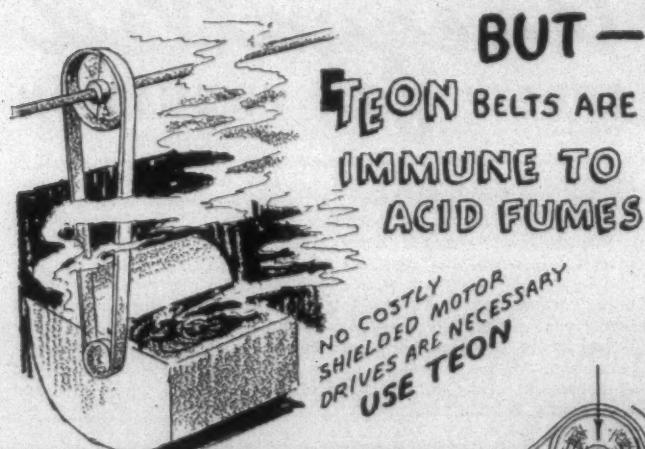
The cotton textile industry has gone far beyond the stage where it can rely upon the law of the "survival of the fittest" to alleviate its problems. That law is a good laissez faire doctrine, but it is applicable only in an industry which is expanding under conditions of increasing demand, or whose individual units are of such a character that their insolvency means actual elimination. Under present conditions the distress of the industry as a whole has but little relationship to fitness or unfitness with due allowance for exceptions which may always be found to any rule. The possibility of success is more on the side of the unfit than the fit. I make this statement advisedly and include within my definition of the fit those managements which have due regard for decent wages and hours and of the requirements of orderly production. You, as an individual executive, may have very efficient technical management, high grade machinery, excellent merchandising methods, the loyal cooperation of your labor forces and conform in general to the best practices which the industry has de-

veloped. In other words, you will qualify as one of the fit, but if one or more of your important competitors slashes his wage scale below standard levels and breaks away from reasonable hour limitations on labor and machinery, thus increasing his output and lowering his prices through a process of social and economic exploitation, he will either force you from the ranks of the fit or throw you into bankruptcy. I do not label a process such as this as the "survival of the fittest".

Within the industry there is a small group who practice individualism in its most extreme form. They may be thought of as ingenious and resourceful. In certain of these cases it will be found that the ingenuity takes the form merely of pursuing a course which is opposite from that of the group as a whole and that resourcefulness consists merely of the ability always to get under the sheltering umbrella of those who are industry-minded. Again, I have great difficulty in conceiving of this process as the "survival of the fittest".

All of which means that there is a spirit emerging which strives in thought and action to build an industry which it is a part, supporting and contributing to that practices making for efficient, stable and profitable business and one with the society in which it functions and of which it is a part, supporting and contributing to that common national philosophy which is the essence of America.

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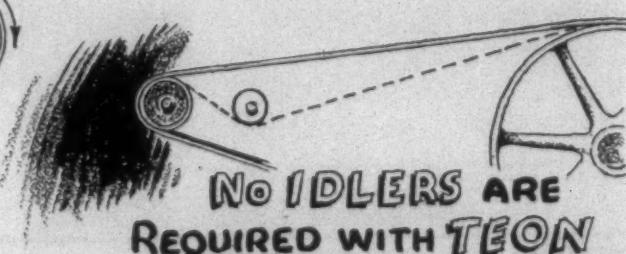
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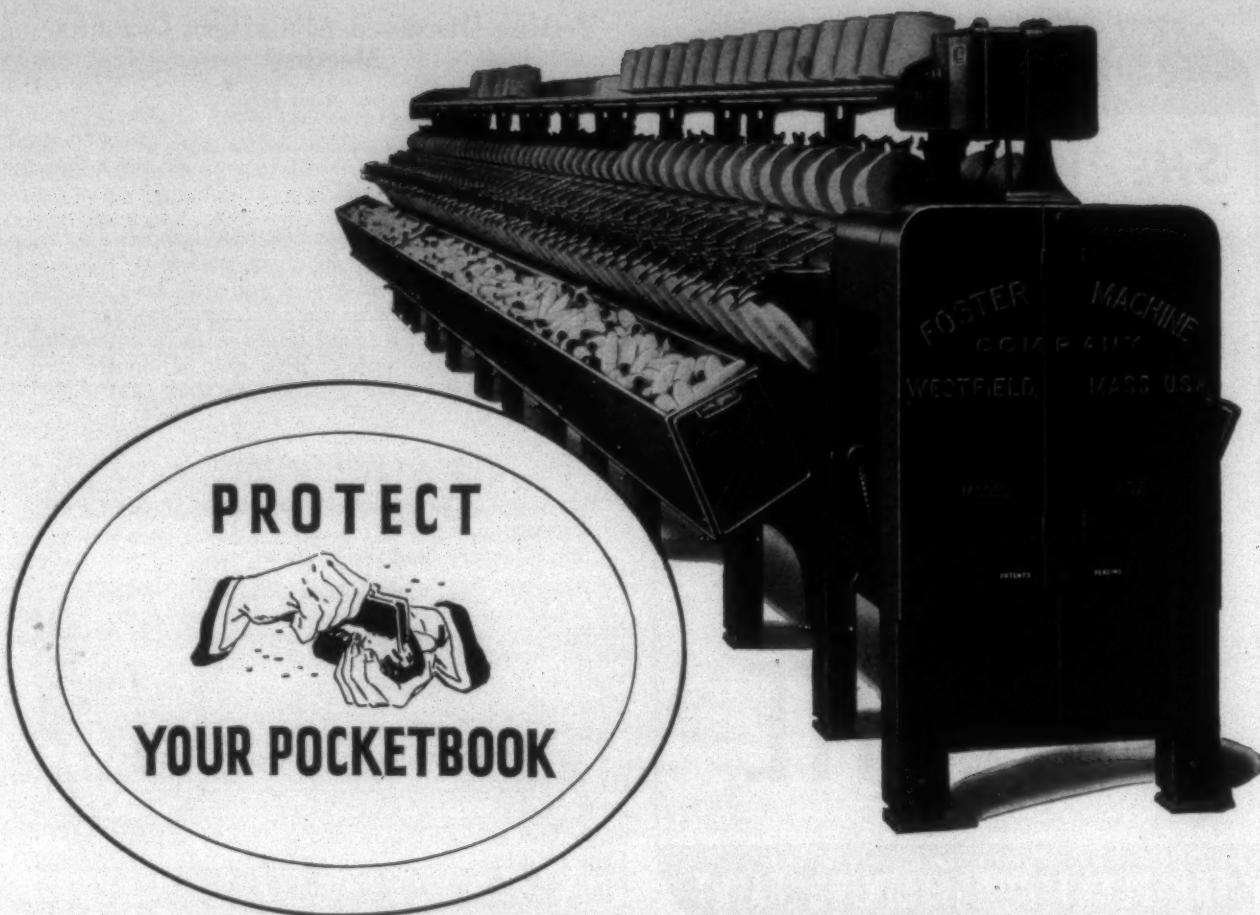
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about 100% and reduces labor cost about 30% as compared with older type machines.

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31 W. First Street, Charlotte, N. C.



Reg. U. S. P. O.

Testing Discussed At Eastern Carolina Meeting

(Continued from Page 33)

Bad roller	1	.25
	56	14.

14 total ends down per hour on 1040 spindles.

Chairman: That example of an ends-down test will give a good indication to any of you who have not run them of what his troubles were. I am sure that after making this test, if he found things in there out of line with his regular experience or with what he thought they ought to be, he did some investigating along that particular line.

TEST ON DYED STOCK

Mr. Liles: I have another one I made on dyed stock, 15½'s warp.

(Mr. Liles then read the following data.)

Ends-Down Test

Date	4/23/36
No. of frame	28
Yarn No.	15½ warp
Time run	6 hrs.
Spindles run	1040 (208 spindle per frame—5 frames)
Hank roving	2.80
F. R. speed	155
Staple cotton	15/16
Type of drive	Band
Draft	11.64
Traveler	6 S. P.
Ring size	1 7/8"
Spindle speed	8561
Type roll, covering	Front roll is cork (B. R. and M. R. are leather—bottom is steel)
Twist	Left hand
Humidity	Dry 74-80-83-87 Wet 66-69-72-76
Width of frame	39"
Cyl. speed	1156
T. P. I.	17.75
Ratio of cyl. and spndl.	7.6
White or col. yarn	Blue

Causes for End Breakage Over 6-Hr. Period

Bobbins flying up	9	1.5
Broken bolster	4	.66
Lumps in roving	22	3.66
Quill waste and flying lint	56	9.3
Cotton in travelers	6	1
Hard roving	5	.83
Tangled yarn	3	.50
Slack band	1	1.1
Bad rollers	12	2.
Broken travelers	13	2.1
Unknown	20	3.3

157 26.

26 ends down per hour on 1040 spindles.

Chairman: That is very useful information to have.

TESTS ON WARPS

Because our time is limited, I am going to skip over the other questions on spinning and go to the warping now. The first question is: "Is there any gauge of the running quality of your yarn at the warp mill? Any indication as to the efficiency of the warp mill itself? Has anyone

applied any test to the warp mills as to either the running quality of the yarn or the efficiency of the mills themselves?

J. O. Creech, Overseer Spinning, Selma Cotton Mills, Selma: We made a test on our speed. It has been some time ago. We were running about 100 yards per minute on our warp yarn, Nos. 26 and 28. I found the stoppage on the beam in 21,000 yards was very high, and we cut the speed of those warpers. After cutting the speed we ran the beam off in about seven and one-half hours, and the stoppage dropped to about 20 stops per beam. Since that time we have not altered our speed. I find we get much better results than when running at high speed.

Chairman: Then you made a test and found that the lower speed actually increased your production?

Mr. Creech: Yes, sir.

Chairman: The important thing to us, of course, is the fact that the test made it possible to find that out.

Has anyone made an ends-down test in the warp mill, to get the ends down per beam and analyzed it? Mr. Harden?

Mr. Harden: We have. We have a card that shows the different causes. When an end comes down the man making the test tries to determine the cause and record it, just as in the test on spinning.

Of course, we warp about 400 yards a minute.

Chairman: We will go on to the weaving, "How can you put your finger on the causes for loss in production at the loom?" How do you go about it? Can it be done scientifically? Is there any device or method that we can use to determine just what causes loss of production at the loom?

Mr. Miley: The best way I know of is to put on a man to check each stop of the loom and determine or analyze the cause for that stop.

Chairman: One loom?

Mr. Miley: No, sir. The way we go about it, if a weaver is running 32 looms, we put a man on with the weaver to check each stop on the 32 looms. He has a regular form, giving at the side the number of the loom and at the top the causes of loom stops. When a loom stops he goes right to that loom with the weaver and determines, if possible, the cause for the stop and marks it in the proper column. We also have a column for unknown causes, because there are times when the cause can not be determined. We run that test for a week, right on through. At the end of the time we determine the number of stops of each kind and then try to find out how we can correct those causes. If it is the loom itself, we work on the loom; if it is the fault of the warp yarn, we work on that. If there are too many knots in the yarn, we go back and try to have fewer knots; if there are too many gouts, we go back and try to prevent them. We make those tests regularly—make one every month.

Chairman: To what do you reduce those tests?

Mr. Miley: Stops per loom hour.

Question: Who makes that test?

Mr. Miley: We generally use one of our best men. That thing has come up before, that you should use an impartial man. If you are making the test in order to compare the results with those in another room, that is true; but we do not go at it from that standpoint. We are going at it from the standpoint of why the loom is stopping. If we can find out why, it means money in the weaver's pocket, and he is just as much interested in it as we are.

Mr. Creech: We find some benefit in making the test ourselves rather than taking anyone else's work.

V. C. Seawell, Weaver, Selma Cotton Mill, Selma: We make these tests at our mill. I make some myself. We

make them on individual looms. We have a sheet which we use, and one weaver, say, takes an individual loom. He just checks the loom as it stops and gives the reason for the stop. We think it is better to check each individual loom.

This ended the discussion.



Yes Sir, Mr. Smith

We sure could get a lot more yarn delivery if some of our frames had new rings.



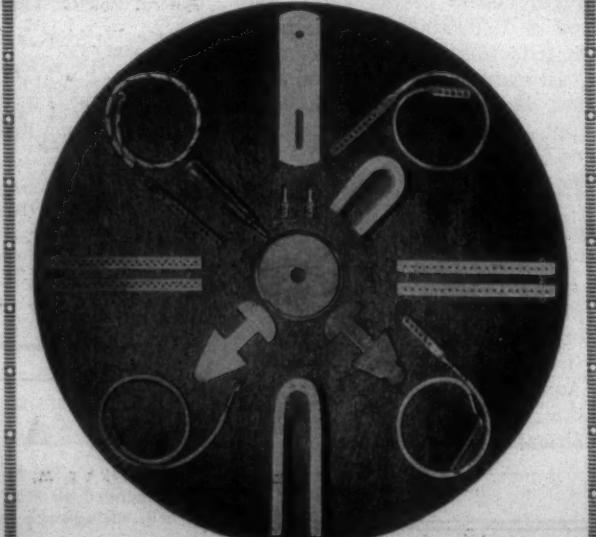
► It is common experience that front roll delivery can be increased 10% to 15% after replacing worn rings with new ones. Check up with your superintendent and see what frames he is running with extra twist to prevent excessive ends down. Then install new DIAMOND FINISH high-polish rings on these and note the marked production increase.

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Dalton Spread Makers Report Boom

Dalton, Ga.—Every available building in the city is being occupied by bedspread producers, including store buildings, vacant for several years, converted garages and even residences, it is said.

The new industry, producing hand made and machine tufted spreads, drapes and coat production, has grown, in a few years' time, from a small beginning with a total production valued at a few thousand dollars to a \$2,000,000 a year business.

Threads, Inc., Gets Big Army Contract

Threads, Inc., Gastonia, N. C., has just received one of the largest peace-time contracts ever awarded by the Army for thread for use in the clothing factory here, amounting to more than \$60,000 and including 11 to 17 cotton thread and gimp items on which bids were opened here April 22nd under invitation 233.

Textile Activity At High Level

Washington.—World cotton mill activity has been at a high level in recent months, with American cotton comprising a larger part of the total consumption than a year ago.

Continued consumption at the present rate would set an all-time high record for one year, according to the bureau of agricultural economics current report on world cotton prospects.

World cotton production is estimated at 26,000,000 bales despite a slight reduction in the American output, estimates of foreign production having been raised an equivalent amount on account of increased estimates for China and Brazil.

The high level of world consumption of cotton is attributed to the high level of industrial production, new uses for cotton goods, relatively low cotton prices, production of larger quantities and better qualities of cotton by foreign countries, comparative freedom of raw cotton from tariffs and quotas, and the "great expansion" of textile manufacturing in the Orient in the last decade.

MASTER MECHANIC with sixteen years' practical experience and technically trained desires to change position. Age 41; no bad habits. Address "Mechanic," care Textile Bulletin.

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		Williams, L. B. & Sons
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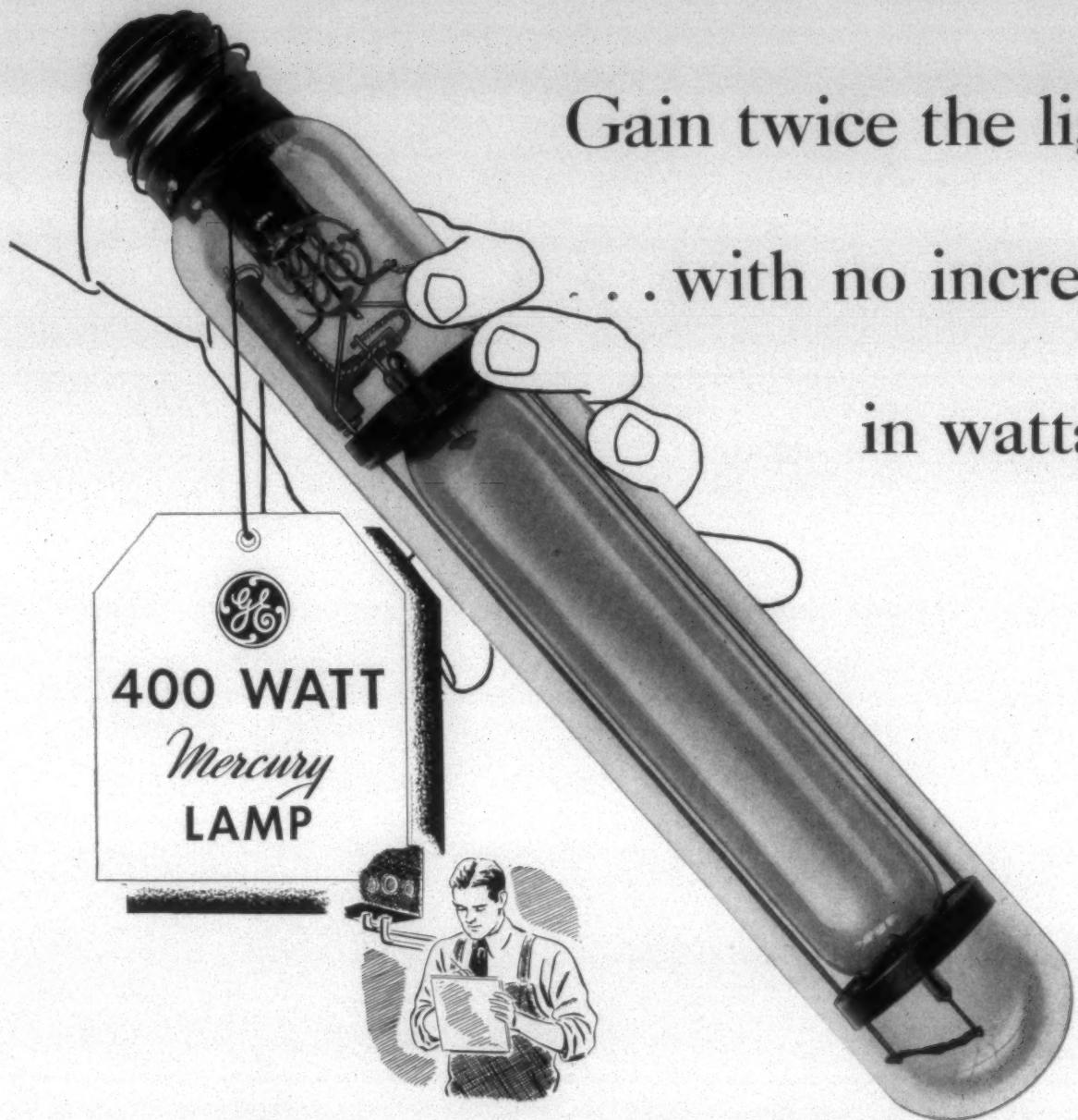
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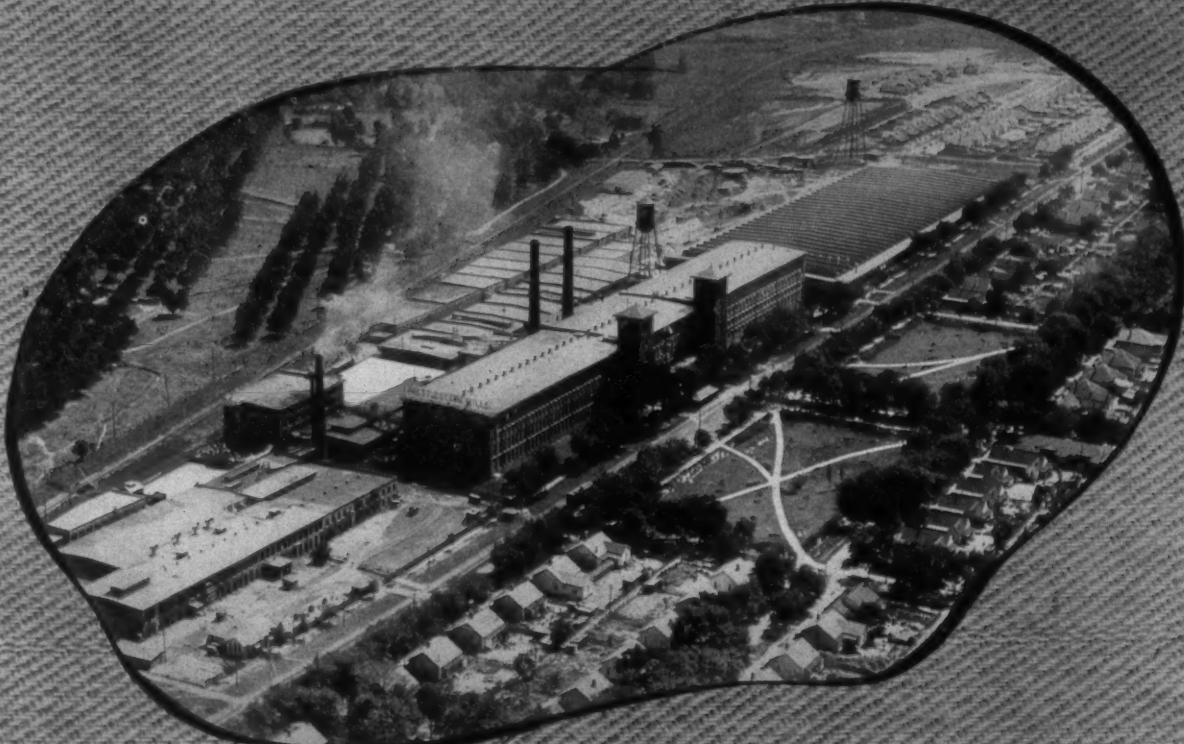
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TWILLS, WIDE SATEEN,
AND SHEETING.

BARBER-COLMAN
AUTOMATIC SPOOLERS &
SUPER-SPEED WARPERS

On the Common Problems of Industry and Agriculture

(Continued from Page 14)

which are worthless to the owner. In the South these vast areas of waste lands will grow pine trees if only given the opportunity. The trees can be converted into paper, and there is a need for paper.

PAPER FROM COTTON

Throughout the history of this nation our consumption of paper has increased and up to about ten years ago two-thirds of the nation's supply was produced at home. Consumption increased to two hundred pounds per capita in the United States, which is twenty times the per capita consumption for the remainder of the world. The demand overtaxed our timber resources and we soon found four hundred million dollars of United States money going to Canada alone for paper and pulp.

Low cost paper from twelve cents cotton produced at the rate of one bale to the acre is out of the question. What about paper from 4 to 6 cent cotton, produced at a rate of 2 bales to the acre, or 2 to 4 cents cotton produced at the rate of 3 to 4 bales to the acre. Such production is impossible, some say, but the research man does not share that opinion.

The Jerusalem artichoke if planted and cultivated, will weather the later summer droughts. It grows over a large part of the earth's surface and will sometimes yield 4000 bushels to the acre. The several parts of the plant may be used for feed, forage, human food, and manufactured articles. Cows and bees eat it. Hogs thrive on it. An acre of artichokes has been known to produce 2520 pounds of pork in six weeks by pasturing hogs on the area. The artichoke will eradicate weeds from neglected soil and will clear land of quack grass in one or two seasons. One ton of artichokes will produce 35 gallons of alcohol and still retain protein concentrates for stock food.

Much progress has been made in the problem of mixing alcohol with gasoline and oils used for motor fuel. If all our farm crops could be converted into motor fuel, it would just about supply the present demands.

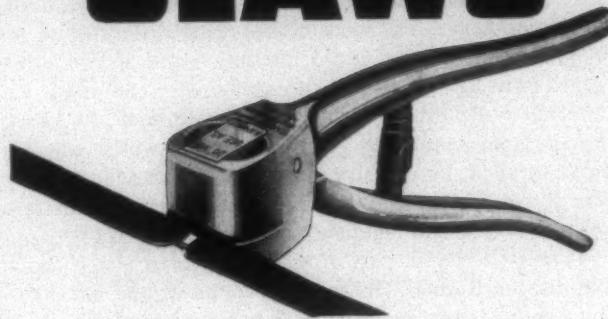
WIDE USE OF SOY BEANS

On the point of a wider use of farm products, the Ford Motor Company has fifteen small rural suppliers with 302 employees. During the first four months of 1935 more than \$500,000 was paid to them according to a statement by Mr. R. H. McCarroll of the Ford Motor Company. The Ford Motor Company's million-car program for 1935 called for the cotton from 433,000 acres, the wool from more than 800,000 sheep, the hair from 87,500 goats, 11,200 acres of corn, 12,500 acres of sugar cane, and 61,500 acres of soy beans.

Speaking of soy beans, there has recently been some experimenting with bread made from soy bean meal, or a mixture of cereal meal with soy bean meal. The dietitians have extolled the nutritious value of this bread. This is not new. The soy bean is mentioned in a Chinese remedy book, or *materia medica*, written by the Emperor Shen Nung in 2858 B. C. A New England clipper ship brought this plant to America in 1804.

(Continued on Page 42)

CLIPPING ITS CLAWS



THE POPULAR STANLEY ROUND END CUTTER

Of course, the Stanley Round End Cutter is popular with workmen. It is as easy to handle as a pair of snips and leaves two ROUND Safety Ends.

The possibility of dangerous cuts and scratches to hands and arms is eliminated.

In addition to these Round Safety Ends, Stanley Bale Ties also have ROUND Safety Edges for complete protection of workers.

Other superior features of the Stanley Bale Tie System:

Exceedingly strong sealed joints that lie perfectly flat
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Stanley Sealer which gives Super-Pressure

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STANLEY BALE TIE SYSTEM
TIES - - - SEALS - - - SEALERS

Relation of Wage Scales To Selling Prices

(Continued from Page 24)

structure of the textile industry, is to put that industry at the mercy of erratic forces. Without in any way sacrificing the legitimate opportunity of those who may improve their economic status by obtaining employment in textile mills, the Cotton Textile Industry should protect the wage level of its labor, particularly the experienced and skilled part of it, by divorcing it from the influence of the amount of income which has been available to cotton and tobacco share croppers. This is possible by the scrupulous maintenance of proper occupational differentials.

The Cotton Textile Industry can no longer be classified as an infant industry, the growth of which demands a continuous supply of cheap labor. Neither can it be said that the necessities of our country demand an expansion of the industry. The industry has reached the stature of a basic economic and social institution and should safeguard itself against all influences tending to undermine its integrity. Its capital structure, its operations, its labor forces alike should be given a security which can be brought about by cohesive industry-wide consciousness of the forces which tend to disrupt it, together with co-operative action to minimize the effects of such forces.

It seems to be the part of wisdom to throw every possible safeguard about the wage structure of the industry, not only to insure against irresponsible manipulation, but also provide for a future of increasing income to textile workers.

The fact that in the year 1936, cotton textile mills have the bulk of their competition coming from equal wage costs areas, cannot be too strongly emphasized. Disorderly wage schedules can result only in disorderly merchandising, unsatisfactory prices and diminishing margins. The individual manufacturer, who, because of fortuitous circumstances surrounding his particular operation has the opportunity to do so, seeks to enhance his competitive position by lowering his wage payments below those prevailing, stimulates confusion in the market and lays the ground-work for the ultimate reduction of all available margins. The industry is too closely integrated for the result to be otherwise. The markets are too sensitive to ignore such influences, and other manufacturers are too dependent upon their outlets to permit them to be seduced away.

In some quarters it is thought that the only protection to wage schedules lies in the authority which wage earners themselves might exercise by means of self-organization. Too often the arbitrary action of employers in regard to their wage rates have given color to this belief. On the other hand, many believe that the desired stability can be achieved best by definite standards set up by law and enforced by civil authority. The plans being advanced to achieve those ends are too well known to need elaboration here. There are some of us who believe that an industry awake to its opportunities and responsibilities can, by voluntary and coherent action, provide and maintain adequate standards and returns. We are prone to underrate the possible achievements of co-operative action. In spite of the wide variety of products, the great number of individual managements, wide geographical separation and the difference in local considerations and influences,

there remains a common denominator. There is room for individual accomplishment, while, at the same time giving support to the numerous advantages which can be obtained by contributing to the welfare of the industry as a whole.

College Acquires Cotton Mill

Lenoir-Rhyne College, Lutheran institution of North Carolina, became the owner of a cotton mill, the Howell Manufacturing Company, of Cherryville, N. C.

The board of directors has elected W. K. Mauney, executive of the Mauney Mills in Kings Mountain, as temporary president; C. A. Rudisill, of the Carlton and Nu-Way Mills, Cherryville, vice-president and treasurer, and W. B. Rhyne, Cherryville, secretary and assistant treasurer.

Directors, in addition to the officers named, are: C. V. Cline, E. P. Rhyne, Hickory; J. C. Sigmon, Newton; and G. H. Rhyne, Lincolnton. It is hoped that plans can be worked out whereby the mill can be put into operation at an early date.

The Howell plant has been operated since the death of the late D. E. Rhyne by his estate under the general management of W. W. Glenn of Lincolnton. Mr. Rhyne secured control of the plant in 1918, and its capacity was increased to 10,300 spindles in 1919. In 1925 Mr. Rhyne gave the college preferred stock to the value of \$150,000 as an endowment. Total stock is \$438,000. Through a transaction just completed, the college obtained from the Rhyne estate enough additional stock to give controlling interest in the mill institution.

The Howell is the second local textile plant to pass out of the Rhyne estate recently, the Rhyne-Houser Manufacturing Company having bought last year the stock in that plant formerly owned by Mr. Rhyne.

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GENERAL COAL

On the Common Problems of Industry and Agriculture

(Continued from Page 39)

The soy bean grows generally over the United States and the selection of the soy bean by Mr. Ford for his example of what can be done if the farmer and the industrialist are cooperatively joined together, proved to be fortunate. The use of the soy bean and its products is but one of a thousand mediums for a union of agriculture and industry. Agriculture is one of the very, very few wealth producing activities of man.

RESEARCH NEEDED

Recommendations for improving the relations of agriculture and industry must be based upon research. Such recommendations must deal more with the problem of improving agriculture. Generally when the agricultural situation is satisfactory, industrial conditions are also satisfactory.

Failure to determine by research a program of conservation and improvement sometimes results in a waste of money. The Keokuk development of the Mississippi River is an example.

"At Keokuk, in the southeast corner of my own state of Iowa," says J. N. Darling, former chief of the Biological Survey, "is a gigantic dam which cost \$24,000,000. We all thought it was going to be great to have a lake in the Mississippi River 31 miles long,—and that an industrial Arcadia would result from the cheap electric current. . . . The promised industrial development has

been a complete flop.

"In any major stream where there is a heavy silt content carried by the current, a dammed lake will soon fill with mud. . . . In the lake back of the Keokuk dam there are spots where 17 feet of silt have already been deposited. . . . The electric power plant runs less than half its estimated capacity. . . .

"The sum total of the proposition is that in this case, as in thousands of others, we've traded 24 million dollars and 31 miles of natural resources and received in return a general loss to the community. Yet our own Government is going right ahead on similar projects, regardless of whether they're wise from the economic, social, or conservation angles. . . ."

Few thinking persons will question the fact that recommendations for the improvement of relations between industry and agriculture must be based upon scientific research. Finding new uses for farm products and finding farm products for new uses transends guesswork. Individual farmers can not finance research and many small, indispensable industries can not conduct research. However, the national and state governments and groups of industries can finance research.

Hark H. Wodlinger, writing in a recent issue of the Nation's Business, observes:

"A certain captain of industry has been quoted as saying 'If your business will not support research then find one that will.' He might have added that, today, the business that does not support some form of re-

Nimble Fingers and Keen Eyes inspect over 2 miles of TUFFER Card Clothing in a day

Over 56 million points are examined every working day by highly-skilled inspectors to maintain TUFFER quality. Such vigilance brings TUFFER Card Clothing to you with every tooth in correct position, with uniformity in height, pitch and angle, with all edges correctly trimmed and finished perfectly for immediate use on your cards.

A boss carder in South Carolina says:

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search, according to its needs, has little chance to survive.

This applies to every type of manufacturing, processing and production, regardless of how 'standardized' or simple the products may be. Moreover, chemical and physical research is an essential to the banker as the manufacturer—particularly the investment banker and those concerned with the financing of industrial enterprise.

"The solution of research for the smaller concerns, and this includes many that would not class themselves as among the smaller, lies in the employment of a capable consultant in research, together with subscription to a research advisory service which the consultant should supply, so that the manufacturer, or his research personnel receives current information drawn from all channels of technical and scientific knowledge, reduced to a form that is sufficiently pertinent and brief for immediate assimilation."

For years men wore starched collars simply because the soft collars then on the market bulged at the curves of the neck. For comfort, men liked soft collars. Then someone found that if a thread was pulled along the fold, soft collars could be made to lie as neatly as starched collars. The idea was patented. Soft collars became popular, with the holder of the patent reaping the profit. This set others to thinking. Finally they found that by cutting the cloth in a certain way, a soft collar could be made to lie smoothly.

It is not necessary that you go into the business of research. Your part may be performed by supporting agencies now in existence. In making this statement, I have in mind particularly the experiment stations and research agencies of the Land-Grant Colleges of America.

In speaking of the Land-Grant College agencies, my knowledge is limited largely to the North Carolina State College. We have in this institution at least four agencies which are trying to, by fact finding in research, improve agriculture and find wider industrial uses for farm products and the natural resources.

The Agricultural Experiment Station has for years worked on the problem of better quality and higher yield per acre. Also work is constantly done on improving the quality of poultry, live stock, grain and cotton. This work is not done for the purpose of piling up surpluses, but rather to lower the unit production costs. If cotton could be produced for two to four cents per pound, no doubt we would find many new uses for it. If beef and fowl could be produced and marketed as cheaply as pork, no doubt the health of people of limited means would be improved. Also, the Station is constantly working on the problem of home economics. Here efforts are made to show the advantage of better preparation and the use of a greater number of articles of food. In home improvement instruction is given in the extensive use of fabrics and other manufactured articles. In clothes making, the use of cotton is stressed.

The Engineering Experiment Station has done some work on building materials, building construction, and road building. Something like three hundred million dollars have been spent in North Carolina on school building and public road construction. It is no exaggeration to

say that if from one-half to one million dollars had been spent in experimental work on school buildings and roads prior to our plunging head-first into a public spending spree, that at least ten per cent., or thirty millions of dollars, could have been saved.

The Department of Chemical Engineering is, in a limited way, doing some research work on vegetable oils. Also, we analyze coal, paints, and other supplies purchased for the State of North Carolina. With a little financial assistance here, some very valuable work could be done.

In the Textile School we experiment and render service to the industry to the limit of our financial and scientific equipment. The Textile School, through its exposition and style shows and in cooperation with the home economics section of the Agricultural Experiment Station, is doing an outstanding piece of work in North Carolina to show the public that cotton fabrics are stylish, attractive, and servicable.

Warns of Dangers in Ellenbogen Bill

The Ellenbogen Bill reintroduced in the House of Representatives is a greater source of potential damage to the better elements in the textile industries than any other legislation on the horizon, according to a statement issued by Harvey Willson, general manager of the National Upholstery and Drapery Textile Association, Inc.

"Without assurance in advance, which is patently impossible, that the fixing of maximum hours, minimum wages for unskilled and skilled labor, and limitation of production by Federal law is constitutional, the passage of the revised Ellenbogen Bill will mark the beginning of a 'Roman Holiday' for the 'chiselers' in the various divisions of the textile industry," says Mr. Willson. "They will not hesitate to defy the commission which would be created by the bill in so far as any rules on hours, wages, and production control are concerned, relying upon the fact that the NIRA finally was declared unconstitutional although virtually all industry had been induced to accept it for nearly two years and, furthermore, because the constitutionality of the Guffey Coal Act has not yet been decided by the Supreme Court."

SEES DANGER IN BILL

Mr. Willson believes that the result will be that conscientious and law-abiding manufacturers, who do not wish to put themselves in the position of defying the Government, will find themselves at a greater disadvantage than even now because they will observe the maximum hour and minimum wage requirements which are likely to be higher than at present. Meanwhile, the "chiseler" will go merrily on his way, paying far below the minimum wage and exceeding the maximum hours. The spread between the production cost of the "chiseler" and the decent manufacturer will be increased, resulting in a selling orgy for the former, while he contemptuously awaits a test of the constitutionality of the law.

Mr. Willson declared that the upholstery and drapery textile industry, represented by his association, was maintaining the hour and wage provisions of its former NRA code, virtually 100 per cent, and is in favor of decent hour and wage standards, but believes that the potential damage reposing in the Ellenbogen Bill exceeds by far any benefit which might be derived from it.

Resolutions Adopted At Pinehurst Convention

(Continued from Page 16)

tends to create a false impression of its representativeness,

Therefore, be it resolved, That the American Cotton Manufacturers Association reassert its opposition to this proposed legislation as already expressed at the Congressional Hearing by the bona fide representatives of the cotton textile industry as a whole.

Whereas, As a result of the invalidation of the National Industrial Recovery Act on May 27, 1935, causing the suspension of the Cotton Textile Code of fair competition, this Association adopted the following resolutions at a meeting held at Charlotte, N. C., on June 7, 1935.

"Resolved, That the members of the American Cotton Manufacturers Association, assembled at Charlotte, N. C., on Friday, June 6, 1935, confidently recommend to all southern textile manufacturers that no changes be made in the conduct of the cotton textile business.

"Resolved further, That the president of the American Cotton Manufacturers Association be authorized and directed to appoint a committee for observing and securing conformance by the members of the industry with this resolution."

And Whereas, this association desires to reaffirm that resolution now, therefore, be it resolved that the American Cotton Manufacturers Association recommends the continued maintenance of the standards of operation set forth in the above resolution.

JOINT MANUFACTURING

Whereas, Joint manufacturing and distribution are becoming questions of increasing concern to the textile industry,

Be it therefore, resolved, That the Textile Foundation is hereby urged to conduct a study, the result of which will lay the picture before the industry to the end that any indicated economies may be adopted by those desiring to avail themselves of such economies.

DECLINE IN EXPORT

Whereas, The continued decline in cotton textile exports is of grave concern and

Whereas, Suggestion has been made to study export conditions by means of sending a group of textile experts to study trade in foreign countries,

Therefore, be it resolved, That the American Cotton Manufacturers Association urges the formation of such a group and will lend its support to them.

COTTON TRADING RESOLUTIONS

Whereas, It is the sense of the American Cotton Manufacturers Association that the present cotton contract as traded in on the New York Cotton Exchange is based on sound rules and regulations, and although it feels that while some changes in the present rules might be useful, it does not feel that such changes should be made by legislative enactment, as the needed flexibility would be replaced by statutory rigidity which would impose obstacles in the way of desirable improvements,

Therefore, It feels such changes as are found to be ad-

visable from time to time should be made by the Exchange itself.

Whereas, The establishment of the present Southern delivery points for the New York futures cotton contract has proven very beneficial to the cotton farmer and to the entire cotton trade; and

Whereas, It has brought the price of spot cotton more in line with the base price for future contracts; and

Whereas, It is strongly felt by the members of this Association that it would be detrimental to the cotton farmers, the cotton shippers, the cotton manufacturers and all other American interests to eliminate any of the present Southern delivery points, and that the only interest that would receive a benefit by the elimination of the Southern delivery points would be foreign manufacturers and their advantage would be at the expense of the cotton farmer;

Whereas, The abolition or restriction of the sale of cotton on call would disrupt the present fair and orderly marketing under private contracts, greatly increasing the cost of hedging to the detriment of the cotton trade and for the benefit only of the commission brokers on the various cotton exchanges,

Therefore, be it resolved, That the American Cotton Manufacturers Association goes on record as opposed to the legislation which is now being considered, the result of which would be the increased cost of handling cotton from the producer to the manufacturer, the restriction of free trading in cotton, increased payments to brokers, and lower prices to foreign countries.

THE PROPOSED WINDFALL TAX OF THE 1936 REVENUE BILL

Whereas, There is now pending before Congress a revenue bill, one of the purposes of which is to recapture the so-called "windfall" supposedly accruing to cotton mills as a result of the decision of the Supreme Court of the United States on January 6, 1936, declaring the Agricultural Adjustment Act unconstitutional and invalidating the processing tax, and

Whereas, This revenue bill undertakes to make a levy on the income of cotton mills resulting from the alleged unjust enrichment of cotton mills by reason of the invalidation of the processing tax, and

Whereas, because of customer refunds, inventory depreciation and inability to shift the full burden of the processing tax to purchasers, the cotton mills have not been unjustly enriched by the above decision of the Supreme Court, and

Whereas, The enactment of this title of the Revenue Bill by the Congress would result in the uncalled for hardship on the industry, such action constituting in the majority of cases a capital levy on the mills and placing in jeopardy the financial solvency of many mills,

Therefore, be it resolved:

1. That this Association earnestly oppose such levy as now contemplated by Congress, and
2. Cooperate as an Association and as individuals in properly presenting the actual position of the industry to the proper committees and members of Congress, and
3. Transmit a copy of this resolution to the Chairman of the Committee on Ways and Means of the House of Representatives and of the Finance Committee of the Senate.

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Announces— a New Precision Rib Reed!

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A half inch rib that is a half inch

Accurate to .013 of one inch

Reduces shuttle wear

Simplifies loom alignment

No extra charge



Heretofore it has not been possible to make pitch reeds with uniformly accurate ribs. The variation in the diameter of the pitched cord, necessary because of different count dents per inch, plus lack of control as to the amount of pitch on the twine, has made accuracy of the reed ribs quite impossible in the past.

By our new process (patent for which has been applied for) the reed after making is clamped tightly by the dents, between two accurately ground steel plates. The ribs are then forced through a thermostatically controlled electrically heated die which is shaped to correct design of rib. This presses down all excess pitch and makes the pitch rib slick and smooth. All standard reeds having half inch rib are processed through the same die. It makes no difference what the count per inch may be, the ribs are all exactly the same. An order of reeds bought six months from now will have exactly the same rib as those purchased today even though they may be of different count.

BUY THE MOST ACCURATE REED!

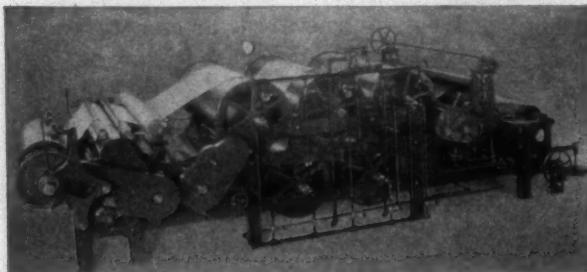
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A NEW SUPER QUETSCH and NEW DRAW-ROLL TAKE-UP

Ask for the particulars of these new features. Standard equipment on all new machines.

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Representatives

Joseph Barnes
New Bedford, Mass.

Carolina Specialty Co.
Charlotte, N. C.

Who Will Pay the Bill?

(Continued from Page 12)

of billions of dollars of mortgages and of government and corporation bonds. A large part of these obligations is owned by insurance companies against approximately one hundred billion dollars of outstanding life insurance policies, by savings banks and other banks with their tens of millions of savings depositors, by corporations and governmental bodies in their pension funds, by hospitals, colleges, scientific research and charitable institutions in their endowment funds and by widows and orphans and other beneficiaries of funds held in trust.

These credits are the sources from which under serious inflation our staggering public debt would be largely paid. Such inflation would rob the thrifty of their life savings and deplete the nation's social welfare patrimony in order to pay for an orgy of wasteful public expenditures.

New Uses for Cotton Promoted By Institute

(Continued from Page 22)

ago, as a guest, with a group of engineers, of a nationally known organization, to inspect a cotton road near Cranbury, New Jersey. Our host spent more on that single day's trip than the Institute has spent on cotton roads in 6 months. Yet we have been able to convince the government to the point of providing for the construction of 1,000 miles of demonstration cotton roads—and a dozen or more states have already announced their participation in the program—something I did not regard as such an achievement until I saw how others spend money and compared notes with the Asphalt Institute which is also interested actively in federal road building projects.

Now that I have been advised by the Department of Agriculture that requests for the cotton fabric reenforcing membrane have come in such numbers and for such quantities that the allotment may be exhausted before all the states have requisitioned supplies, I feel confident in saying that the results have amply justified our efforts.

Now, some mill executives wonder what they can get out of all this effort behind cotton roads. Again and simply, I think that any effort which results in an increased consumption of cotton goods of any kind sooner or later must benefit all mills. When you think for a moment that every mile of cotton road absorbs the equivalent in fabric of from 8 to 10 bales of cotton and that the 900,000 miles of now unimproved dirt roads in the country, 600,000 miles will ultimately be given a bituminous surfacing, you can visualize what a tremendous new outlet is being opened up for cotton.

And right here I should pay a well-deserved tribute to the cooperation which the Institute has had in its promotion of cotton goods from the several southern state cotton manufacturers associations and from many individual mill executives. As a result of that cooperation, several southern states which, as cotton growing and cotton manufacturing states, have a vital interest in the development of new uses for cotton, have announced intentions to include cotton roads in early building programs.

Social and Economic Value of the Cotton Textile Industry to the South

(Continued from Page 9)

The Civil War and its aftermath developed a new social consciousness and in the efforts that were put forth by church and state, these people were discovered. Many of them carried the purest Anglo-Saxon strains and many names corresponded to the illustrious names on the rosters of the Revolutionary War and the Civil War. Now in these individualistic and rather segregated social groups the economic security which was lacking here, became a demand upon the stronger economic group; social evolution had a new awakening. This happened because social evolution is always advancing through the influence of church and state and the natural normal unfolding of individual social consciousness. The war with its devastating influence had also been a great social leveler and a factor in creating social responsibility. Men of all classes and conditions had fought side by side for a common cause. They had found each other. Something had to be done. The South was prostrate and in chaos for years as it groped in economic distress.

Cotton growing needed some assistance. Agriculture needed some assistance. The people who could work needed some assistance. The whole South needed some assistance. The cotton mill was an answer to this economic call for "soap, soup and salvation" as one writer expressed it.

In 1880 came the big drive for the industry which culminated in the material expansion that I have indicated in the early part of this address.

Out of the mountains and off of the farms of sub-marginal values came thousands of splendid but desperately depressed people into a haven of economic security destined to change the entire social and economic structure of the South.

Out of huts and hovels they came to better living quarters; out of unsanitary conditions they came to health; out of ignorance and poverty, they came to intelligence and economic security; out of isolation and rejection they came to social recognition and acceptance; out of despair they came to hope; out of hell for many they came to a haven of refuge. And the parade has not yet stopped.

Thus the mill and the mill village sprang into existence to meet an economic need. It was born in answer to this call of a distressed people for better homes, better living conditions and a better economic security.

To try to estimate the money that has been spent in building villages, i.e., houses, streets, churches, schools, hospitals, etc., to try to estimate the money that has been spent in social service work and spent on educational and religious and health work, and many other demands that an awakened society indicates would be so large that it would be unbelievable. Hundreds of millions of dollars have been spent in this work. Millions of workers during these forty years have directly received its benefits and other millions have indirectly shared in its distribution.

The communities and the states have been enriched

WHICH Shall I Use?



Let COLLECTIVE THINKING Tell You.

Fickle Dame Fashion, in her never-ending search for something different, is continually creating new problems for textile processing executives.

These problems are further complicated by a constant stream of new processing materials,—products of chemical research. WHICH of these materials to use for a specific purpose is frequently a question that requires COLLECTIVE THINKING,—the knowledge and experience of more than one person.

Collective thinking is available without cost, even to the smallest processing plant or department, through A-H CONSULTATION SERVICE. This service is rendered by a staff of specially trained chemists, assisted by a completely equipped, modern laboratory and a company experience of 121 years.

Write to our nearest office and state your processing problem, or let us check periodically on the efficiency of your routine processing operations.



CHEMICAL PRODUCTS

Sizing and Finishing
Gums and Compounds
.. Softeners .. Soluble
Oils .. Tallow ..
Waxes .. Soaps ..
Flour .. Dextrines ..
Starches .. Pigment
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Ammonia .. Acids ..
Blue Vitriol .. Borax
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Chloride of Lime ..
Caustic Soda (solid or
flaked).

Arnold, Hoffman & Co., Inc.

Established 1815—Plant at Dighton, Mass.

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New York .. Boston .. Philadelphia .. Charlotte



EXTRA Cone Holder for Each Warping End Allows Loading One Yarn Count While Another Is Running

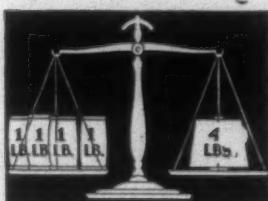
The Universal High Speed Warping Creel is now being used by mills warping several yarn counts.

TWISTING OVER--NO KNOTS

The extra cone holder is loaded with one yarn count while another is running. When changing counts, the warper tender helps the creeler. The old cone is swung out, and the yarn broken and twisted over to the waiting cone, which is then swung into place. No knot-tying is necessary.

Then, the ends are pulled through the expansion comb and drop wires, and the warper is ready to run. The creeler is now free to unload the old cones while the warper is running.

SAVING ON LARGE ORDERS



Result: 75% saving in handling and creeling

stopping the warper for creeling.

SAVING in CHANGE-OVER TIME

When there are enough cones in the creel to complicate the order and the yarn count must again be changed, the creeler loads the reserve cone holders with the next yarn count, while the warper is still running. This reduces the lost time for creeling. Since many beams are produced without any stops for creeling, the average time lost, in respect to each beam, is small.

IN 3 OUT OF 4 MILLS MORE NET RETURN
Universal System of High Speed Coning and Warping
UNIVERSAL WINDING COMPANY
BOSTON
NEW YORK • PHILADELPHIA • PROVIDENCE • SPRINGFIELD • UTICA • CHARLOTTE • ATLANTA

with a growing independent group of responsible citizens, the glory of any state, and an economic burden has forever been removed from its economic and social responsibility.

This story of civic contribution, of social betterment, of spiritual evolution is a romance of glory and satisfaction. Of course, there are blots on these pages; there are some things that might be deleted and the story would be more glamorous; mankind in his meanderings is not entirely master of his own fate and not perfect in his thinking and not always unselfish in his motives.

But to the fairminded, who want to look at the record broadly and charitably, and look for results rather than faults and criticisms, I hang before you the picture of social accomplishments of this industry, and without any conceit or boastfulness, but with humble Christian pride, ask you to view with me with the satisfaction of an effort well directed and an accomplishment, the like of which there is no other in the South.

Watch the parade go by. That old stigma of "a cotton mill worker" has forever passed. Among the outstanding citizens of the state walks this group with heads up and taking their share of civic responsibility.

Socially, intellectually, economically, politically, they take their place in the march of progress, an honor to themselves, the pride of the industry and the glory of the state.

There are no better workers, there are not more loyal workers.

Truly, as Dr. Alexis Carrel has stated, the cotton manufacturers have been in the vanguard of studying the influences of materials on man, or the result would not be so gratifying.

Now, my friends, I have but feebly indicated to you the economic and social contribution of the textile industry to the South. It is impossible for me to make it complete because it is too big to tell and time is too limited.

Emotionally and superficially, most of us think. We do not often go down to the bedrock of reason in reaching our conclusions. Agriculture sometimes thinks that industry is its natural enemy. Labor at times and under certain leadership is prone to think the same. Country people think that city people are antagonistic to their well beings.

These are all foolish ideas. Take time and study these statements that I have made. I believe you will find them highly indicative and challenging. You will find that the textile industry is the best friend that agriculture and labor have in the South. You will find that the textile industry has made far greater contributions to agriculture and to labor than it has to itself.

Society lives and moves and grows together and not in different compartments. Not any one of the three can grow if either or both of the other two are antagonistic to it.

Political demagogues like to break society down into groups and array one against the other. It is easier to handle people in small groups than in the mass but people progress and succeed finally in the mass.

I am now drawing this part of my address to a close. I am laying our contribution to the South in the lap of the great group of fair minded citizens of the South, and,

particularly the press, which is so powerful. I am asking you to realize our vital and constructive and enormous contribution. I am asking you to appreciate it and urging you not to kill the goose that lays the golden egg and also not to chisel away the block that bears so much weight in the social and economic structure of the South.

The South needs more industries; it needs more wealth; it needs more employment opportunity; it needs more co-operation; it needs more wisdom; it needs more of those genuinely human qualities that build for social and economic progress, not less.

Each part shall bear its own burden and each shall discharge its own responsibility. Our industry is the enemy of no one, but is the friend of all in its earnest desire to continue its progress and attain its goal and with it, the South's goal.

I wish I could stop here and leave the picture in this beautiful setting but I would be unfair to the industry and fail to reveal my motive if I did not make this statement.

The Federal Income Tax Unit has given out the following aggregate net profit and loss figures on "concerns whose predominate activity is classified under the manufacture of cotton goods."

	<i>Profit</i>	<i>Deficit</i>
1926		\$ 30,842,511
1927	\$ 65,841,953	
1928	10,581,382	
1929	22,017,038	
1930		91,506,861
1931		63,569,850
1932		53,662,702
1933	31,828,076	
	\$140,268,449	\$239,581,924
Aggregate deficit		\$ 99,313,475

These figures show an average loss for each of these eight years amounting to \$12,414,185.00.

Is it fair to such an industry as this to have to make such a record? It is fair to the social and economic hopes of the South to allow such conditions to develop that would cause such results?

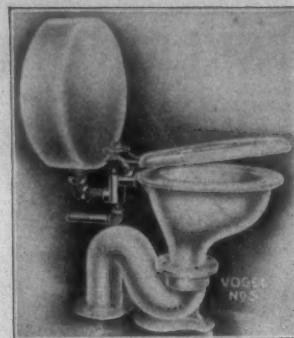
Can the South and by that, I mean her citizens and particularly her law makers, be indifferent or uninformed about the causes which have produced these results? I don't believe they can. I don't believe they will allow such a constructive agency and industry to suffer, until it dwindles, dwarfs and possibly dies, because it has been treated with so much indifference and carelessness.

In developing my address this far, there doubtless arises in the minds of some of you the question, "What can we, the public and the politician, do to help you?"

It is impossible to answer that question in detail but we can possibly indicate some avenues of approach. First, assistance may be given in ridding the industry of disturbing state and national legislation such as excessive government control of the industry; doubtful laws which to the average layman seem so unconstitutional and unfair that doubt as to their permanency destroys confidence in business; unreasonable labor legislation which is in-

(Continued on Page 52)

LONGER SERVICE
AND FEWER
REPAIRS!



VOGEL Number Five Closets, due to their efficient and economical operation, are being installed in mills and factories all over the country. Furthermore, by use of the **VOGEL** Number One Valve, this outfit can be made semi frost-proof. This permits fires to be banked over week-ends or for days at a time without danger of freezing.

Sold by plumbers everywhere

JOSEPH A. VOGEL COMPANY
Wilmington, Del.
St. Louis, Mo.

VOGEL Products

KROMOAK

One Ply Oak and One Ply Kromatan
Combination Leather Belt

Cuts
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in the Spinning and
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—because it hugs the pulleys, delivers the maximum in power, and wears longer than regular oak belting.

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Makers of a Complete Line of Leather Belting

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Cotton Goods Markets

New York.—Cotton goods markets, after a healthy spurt two weeks ago, were again dull last week. Trading was very limited and sales were less than production. The market felt the effects of lower stock and commodity prices reports showing that the better demand of the previous week did not hold up. Prices were unchanged. Print cloths were steady. Carded broadcloths were firm, but sheetings showed some weakness.

There was further talk of increased curtailment by gray goods mills, but no concerted action developed. It is generally believed that unless demand improves, print cloth production will be curtailed by at least 25 per cent within the next several weeks.

Print cloth sales were in small volume, and there were few if any attempts to cut under existing quotations. The bidding was very light, since most buyers showed interest only in quantities which they realized were too small to be of any use in trying to get lower prices.

Some fair broadcloth business was reported shaping up, but did not come through. It was said that finished goods contracts were pending which would necessitate a fairly good amount of gray cloth buying when and if they are put through. Small sales were made at 5½c for 80x60s, 7¼c for 100x60s and 8c for 112x60s.

Traders in fine yarn cloths in standard constructions found the situation unchanged, with scattered call for fill-in quantities coming through and with buyers usually able to find the small amounts they wanted without any great difficulty. Mills had only small stocks on hand, however, and apparently did not worry about liquidating them. As current contracts run out, further reductions in output are considered not only probable but inevitable.

There has been a good deal of reordering on fabrics intended for summer consumption as retailers and other distributors have laid down larger commitments for cotton week. This has often entailed efforts on the part of converters to get early deliveries on fancies, which has not been possible in most cases. A few instances have developed where mills have arranged to continue deliveries on current contracts for a few weeks longer, thus getting more volume in a relatively short time.

Print cloths, 27-in., 64x60s	3½
Print cloths, 28-in., 64x60s	3¾
Gray goods, 38½-in., 64x60s	5 3-16
Gray goods, 39-in., 80x80s	7 3-16
Gray goods, 39-in., 68x72s	5 7/8
Brown sheetings, 3-yard	8 1/8
Brown sheetings, standard	8 3/8
Tickings, 8-ounce	17 1/2
Denims	13
Brown sheetings, 4-yard, 56x60s	7
Dress ginghams	16

J. P. STEVENS & CO., INC.

Selling Agents

40-46 LEONARD ST., NEW YORK

Cotton Yarn Markets

Philadelphia, Pa.—Aside from small orders for prompt shipment, there was little activity in cotton yarns last week. While prices were generally unchanged, market reports indicated that more spinners were pushing business. Demand for yarn during the month of April did not come up to seasonal expectations and it is hoped that buying will soon develop on a larger scale.

Although carded yarn sales fell off in the month there was a contrasting tendency in combed, with spinners reporting the best month this year, poundage showing a considerable gain over March. This was seen in the expansion of 10 per cent in operating schedules of one of the largest combed chains in the last two weeks.

Not only has new combed business been expanding at a nice rate but specifications on old contracts have been excellent. This improvement in volume comes over a period in which the price trend has been slightly but not drastically lower.

Ratio of single and ply combed peeler yarn sales to production exceeds 84 per cent, according to the latest report issued by the combed yarn spinners' group, and this denotes largest combed yarn sales since last November. Combined single and ply combed yarn sales for the week under review totaled over 1,250,000 pounds, with shipments slightly under 1,500,000 and production a trifle over 1,500,000 pounds. Spinners' weekly summaries indicate that they have once more entered a period of increasing demand, without in the meantime (since January 1st) having piled up any stock yarns of consequence.

Despite this constructive statistical showing, combed yarn sources lately have faced another stiff onslaught against prices.

With cotton cost materially high than they expected it would be, combed yarn spinners are described as baffled to account for the recent new decline in market quotations. Mercerized yarns are also under price pressure, it is indicated.

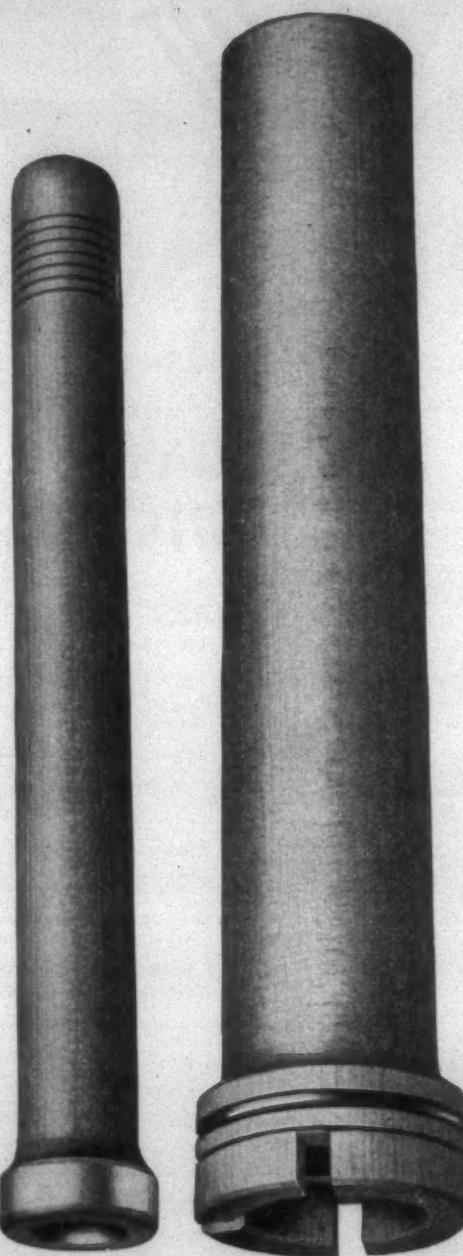
A similar condition is reported as to carded weaving and knitting yarns. Preliminary reports on April sales seem to show that though they fell below sellers' expectations, at least they were equal to the March total, and individual sellers experienced improvement in volume—in some cases at the cost of granting new price concessions.

Carded spinners have less forward delivery business in hand than a month ago, according to local distributors who say that unfilled orders on their books are smaller than for a long period. Manufacturers have been specifying on old orders faster than they have been placing new orders and some merchants say most of their old orders will be completed in a few weeks.

JASPER, ALA.—About 300 operatives of the Jasper Cotton Mill here returned to their jobs when the plant reopened after having been shut down for two months. Under present arrangements the mill operates three or four days a week until orders are plentiful enough to warrant further operations. When the plant closed the management posted notices the mill would be closed indefinitely else at a relatively minimum price.

WILMINGTON, N. C.—Plans for the establishment in the near future here of a plant for the production of a general line of work garments, to employ from 50 to 75 white women at the beginning, were announced by the Wilmington Chamber of Commerce.

Made in and for The SOUTH!



The U S Warp and Card Room Bobbins shown above are made in our Southern plants and specially designed for use in Southern mills. Manufactured from selected stock, they are supplied with any finish desired.

We Are Specialists in Bobbins for Long Draft Spinning

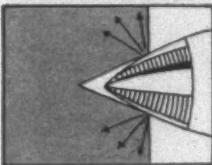
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Johnson City, Tenn. Charlotte, N. C.

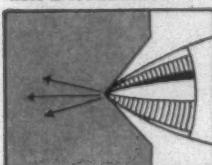


so the 50 TYPE PICKER

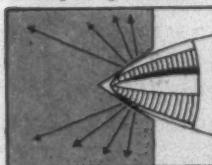
What happens when the hole is too small.



What happens when the hole is too shallow.



What happens when it is shaped by machine.



The hole distributes the shock over the greatest area.

lasts longer

This is the only picker you can get which has a patented machine-cut shuttle point hole . . . That's why it outlives other pickers 2 to 1.

Because the patented "Life Saver" hole is shaped to accommodate the shuttle point, it takes the shock where the picker is strongest. Per million blows, the 50 Type Picker is the cheapest.

Easiest to Install

Loom fixers prefer them because there's no cutting to do (no danger of knife slippage) . . . they fit right onto the stick . . . and replacements are fewer.

Delivery with Telegraphic Speed

Your local Western Union office will give you—without charge—the name of the distributor nearest you who carries 50 Type Pickers.



GRATON AND KNIGHT
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50 TYPE PICKER

THE PICKER WITH THE LIFE-SAVER HOLE
THE GRATON & KNIGHT CO.
WORCESTER. MASS.

Social and Economic Value of the Cotton Textile Industry to the South

(Continued from Page 49)

capable of being understood or enacted and which, if not in this category, would so regiment industry as to lessen and possibly kill its efficiency; burdensome tax laws which also come under the above classification, and which sap the life of capital and credit until bankruptcy captures or threatens the industry; inequitable freight rates which are controversial and discriminatory and unfair; foreign competition—exports and imports—which harass the domestic market and narrow the productive demand.

Second, assistance can be given in helping to clarify erroneous public opinion such as, the belief that cotton mills are continuously prospering regardless of conditions; many other conclusions hastily formed based upon too little or no information; rumors regarded as facts; appreciation of the value of the cotton textile industry and appreciation that the men, the presidents and managers, are respectable and responsible citizens performing important civic duties; by correcting public opinion formed by magazine articles written by partisan and prejudiced authors portraying superficial and unjust and unfair criticism of the industry; starting rumors by loose talk and unfounded statements.

Third, assistance can be given to the industry by preventing or endeavoring to prevent political folly. Politicians are great psychologists and they are professional in their operations as much so as any one who operates in other professions under legal restraint and directions. The politically minded public often makes bad political promises for the benefit of votes; creates bad public opinion by rabble rousing, for the purpose of showing himself as the savior of the "dear people;" it often does the strategic rather than the sensible because it has a political viewpoint rather than a social and economic sense of values; it also creates divisions and class distinctions and prejudices; it often appeals to the baser instincts and emotions rather than the reasoning intellect.

In making this rather detailed analysis, indicative of what the public can do to help the industry, it can be truthfully said that the industry is seeking no special favors or special treatment. It is only asking for fair treatment and that no erroneous conception or action detrimental to its general good be formed or considered. We ask the same treatment for other factors of our social and economic area. We appeal to the great and intelligent mind of the South, which in its conservative and constructive heights of intelligence can shape the destinies of this section to fully appreciate this appeal of justice and fair play—this appeal for assistance to strengthen one of the great economic and social factors contributing so largely to the welfare of the South.

Now, I have presented to you a running picture of the cotton textile industry of the South comprising 19.5 million spindles; worth approximately 800 million dollars, having an employing capacity of 325,000 people; distributing through taxes, wages, purchases and cotton approximately one billion dollars and consuming 80% of the domestically consumed cotton.

I present to you an industry that has been of marked and outstanding value in its social contributions to mil-

lions of people in the South indirectly affording them better social advantages such as health, education, social development, spiritual opportunity, independence and all of those valuable characteristics that go with independence.

I have presented to you an industry that has furnished a circulatory medium for money that has helped the farmer, the banker, the merchant, the professional man, the church, and state and the nation.

Can you forgive me for being boastful and daring in praising an industry that has done so much for its section and may I not be pardoned for attempting to challenge your attention and ask your consideration when I now come to you and tell you that years 1926 to 1933, according to Bureau of Internal Revenue figures, the textile industry has shown an aggregate deficit of \$99,313,475 or approximately 12½ million dollars per year, and that even now spindles in place and active are constantly lessening in number.

I believe there is reason in my plea that the public shall appreciate this industry and help its managers and its stockholders keep it in an impregnable position. We have tried to indicate some of the means you may employ in assisting the industry.

We must all work cooperatively and not antagonistically. No one class or group must seek or secure advantage. All must work in mutuality of purpose and protection.

We want to work with all of our people and particularly our great agricultural interests in formulating an intelligent program of safety for all that our contribution may grow and become an abiding hope for the South.

I have enjoyed serving this industry this year. I have enjoyed your confidence and your cooperation. Particularly do I thank our Policy Committee and Board of Government, our Vice-Presidents, our Secretary and the various committees. I believe there are no finer men in the South, and that means the world, than the executives of the textile mills of the South. My own life has been enriched by my contacts with you, it is one of the high spots of my life—a sacred experience.

We may not have done all that was expected of us but we have done what we could. We think there are no sins of commission. You may judge whether or not there are sins of omission.

This is a great industry directed by great men doing a great work.

We must not stop. As Tennyson put into the mouth of Ulysses, we must

"Push off, and setting well in order smite
The sounding furrows; for my purpose holds
To sail beyond the sunset, and the baths
Of all the western stars, until I die.
It may be that the gulfs will wash us down;
It may be we shall touch the Happy Isles,
And see the great Achilles, whom we knew,
Tho' much is taken, much abides; and tho'
We are not now that strength which in old days
Moved earth and heaven; that which we are,
we are;

One weak by time and fate, but strong in will
To strive, to seek, to find, and not to yield."

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In the manufacture of *ring travelers* it must be a *precision operation* to secure the demanded quality and uniformity to meet the particular ring traveler requirements.

THE U. S. RING TRAVELER COMPANY obligates itself to see that you get this quality and uniformity by securely sealing all its containers.

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THE BOWEN SPECIAL TEMPER
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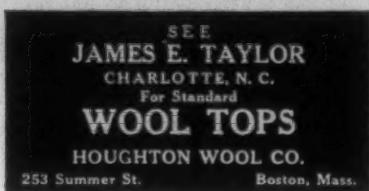
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Let us quote you on your requirements

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82 WALL STREET
NEW YORK, N.Y.

May Limit Spindles

Reports from England state that a questionnaire is being issued to the owners of all the doubling spindles in Lancashire and Yorkshire (2,500,000-3,000,000), on similar lines to that originally sent out to the spinners, for the purpose of ascertaining how many are in favor of a scheme to include doublers with spinners in the cotton spinning industry bill redundancy scheme, which is to come before Parliament at an early date. It will be recalled that the Yorkshire Master Cotton Spinners' and Doublers' Association withdrew their opposition to the spindles bill provided that measures would be taken to deal with surplus doubling as well as spinning spindles.

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"We don't prime our laps any more since we started using Krome-Weld cot cement."

"We have never found another cement that leaves laps as soft and pliable as Flexible Krome-Weld cement."

"Krome-Weld Cot Cement is the most economical cement we have found that will hold all skins used for top roller covering."

The above are quotations from letters written us by users of this remarkable product.

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WANTED—To buy from owner direct, standard package waste baling press, direct connected to 550-volt A. C. motor. Give full details as to age, condition, etc. "Box JB-3," care Textile Bulletin.

WANTED—Position as overseer of weaving; have had 17 years' experience in weaving; fancies a specialty. Can give best of references. Now employed but would like to make change. Age 34 years. Address "Overseer," care Textile Bulletin.

WANTED—Position as overseer Carding and Spinning; had 20 years' experience on carded and combed yarns, ply and single. Can furnish A-1 references. Address "Carder," care Textile Bulletin.

Paul B. Eaton

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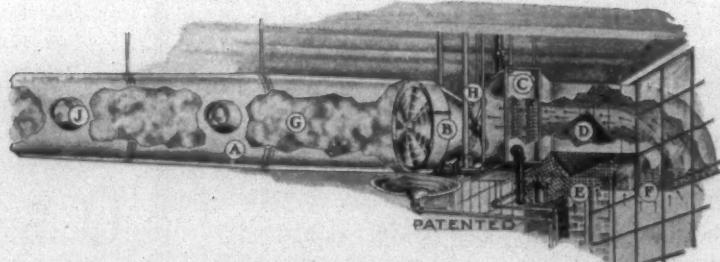
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For Humidifying—Heating—Ventilating—Air Conditioning
ALL IN ONE UNIT

Air Conditioning in industry is growing in importance because of its effect on people, products and profits. It must be considered as one of the essential tools of modern plant operation.

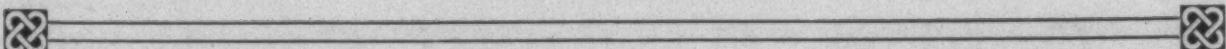
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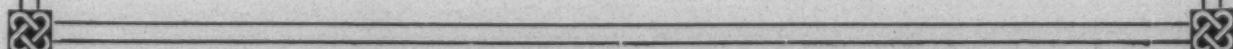
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Textile Deans Meet At Atlanta

The directors and deans of the textile schools of the country met in Atlanta, Ga., on April 16th and 17th, this representing the fourth regular semi-annual meeting of this group. These meetings are held under the auspices of the Textile Foundation, in connection with the Foundation's study of textile educational methods and needs. While in Atlanta, the school heads were the guests of the A. French Textile School of Georgia School of Technology, Atlanta, and its director, C. A. Jones.

In the business meeting, the school heads considered the furtherance of their plans, in conjunction with the Foundation, for the development and production of a new set of textile textbooks. Work on this program is progressing, and it is hoped to have some of the new texts ready for the fall, 1936, term.

Frederick M. Feilker, who conducted a survey of textile education for the Foundation two years ago, and Edward T. Pickard, secretary of the Foundation, were in charge of the meeting. Franklin W. Hobbs, chairman of the Board of the Textile Foundation, was also present, taking his usual active part in the work and deliberations of the meeting. Luther H. Hodges, production manager in charge of the manufacturing plants of Marshall Field & Co., Spray, N. C., discussed textile education from the point of view of mill management, at the school men's session on Thursday evening, April 17th, and Cherry L. Emerson, president of Robert & Co., Inc., Atlanta, Ga., also spoke at this session.

A. H. Williams, professor of Business Administration, Wharton School of Finance and Commerce, University of Pennsylvania, Philadelphia, who is working with the Foundation and the school heads in connection with plans to develop textile economics courses for use in the textile department, reported on the progress made to date in this connection, stating that two units of this next material will be available for use this fall.

At a dinner session held at the Atlanta Biltmore, Dr. M. L. Brittain, president of the Georgia School of Technology, met with the group, and extended to them a most cordial greeting from Georgia Tech.

William H. Dooley, head of the Technical Department of the New York City High School, attended the meeting and gave a very interesting account of the work being done at his institution.

After the session in Atlanta, the textile school men were the guests of Fuller E. Callaway, Jr., at LaGrange, Ga., visiting the industrial school and other units of the Calaway Mills, and also the Fairfax plant of the West Point (Ga.) Manufacturing Co.

The session was concluded by visiting the textile department of the Alabama Polytechnic Institute, Auburn, Ala., of which E. W. Camp is director.

The deans and heads of the eleven textile schools attending the meeting were: M. E. Heard, director, Textile Dept., Texas Tech., Lubbock, Tex.; J. B. Bagley, director, Textile Dept., Texas A. & M., College Station, Tex.; E. W. Camp, head, Textile Dept., A. P. I., Auburn, Ala.; H. H. Willis, dean, Textile Dept., Clemson College, Clemson, S. C.; Charles H. Eames, principal, Lowell Institute, Lowell, Mass.; Henry W. Nichols, principal, Bradford-Durfee Textile School, Fall River, Mass.; J. H. Handford, president, New Bedford Textile School, New Bedford, Mass.; W. D. Fales, director, Providence School of Design, Providence, R. I.; Dr. E. W. France, director, Philadelphia Textile School, Philadelphia, Pa.; Thomas Nelson, dean, Textile Dept., N. C. State College, Raleigh, N. C.; C. A. Jones, director, A. French Textile School, Georgia Tech, Atlanta, Ga.

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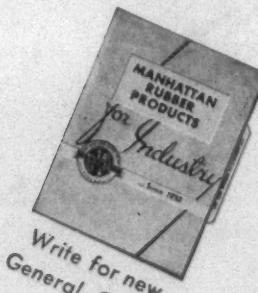
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